

Invest Ottawa DMS Future Proof

Success Story: OwnerShift

The Story

OwnerShift is a virtual consulting firm teaching restaurant owners around the world how to scale up their businesses and effectively manage multiple locations. Founder Andrew Scott developed his results-based approach through this own experience. At the age of 20, he became a Pita Pit franchise owner, and later acquired three more locations. He saw first-hand how difficult it was to run a multi-unit organization as a restaurant and was forced to learn difficult lessons and develop new skills to be successful. Seeing how many other restaurant owners were encountering the same challenges, Andrew created OwnerShift to share his knowledge.

The Obstacle

Andrew describes himself as a “restaurant guy”; his interest and skillset is primarily in restaurant systems and the people he works with. When the COVID-19 pandemic hit, he saw an immediate negative impact on restaurants and thought his coaching could help other restaurant owners make it through. First, he needed to improve his marketing strategy to let more people know his services exist. To support this new effort, he engaged the Digital Main Street Transformation Team.



The Solution

Within weeks, the Transformation Team was able to design and implement strategies Andrew needed to meet his objectives. The team first updated the OwnerShift website to incorporate new landing pages, advertising space, and content to help improve his search engine visibility. The team also put together a complete social media plan, including graphics, templates, and other creatives that Andrew can use on his own. OwnerShift now has a uniform brand image and message, as well as informative content to help attract and engage a larger client base.

The Update and the Future

With the new digital deliverables in place, Andrew envisions a larger global reach for OwnerShift. His new social media strategy resulted in a significant increase in engagement, and generated new leads as far away as New Zealand and Australia. Andrew is optimistic and excited at the thought of offering his skills and knowledge to restaurant owners around the world.



Testimonial

“I absolutely recommend the program to any business owner trying to improve their digital footprint,” says Andrew of his experience with the Future Proof program. “The digital world can be scary for brick-and-mortar business owners. The professionals at Digital Main Street helped me transform my marketing approach in a way I could never do alone.”

Get Connected!

Andrew Scott
Founder, OwnerShift

ownershifttraining.com



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