

Invest Ottawa DMS Future Proof

Success Story: Room2Breathe

The Story

We all have clutter in our lives, when it becomes too much, Room2Breathe is available to help clients take control and reorganize their belongings and lives. Founder Martha Tobin has always loved organizing and decluttering for friends and family. When the COVID-19 pandemic hit, she was forced to make a career change. She decided to channel her energy into her passion and create her own business, which she opened in August 2020. Through Room2Breathe, Martha works with experts ranging from contractors to IT specialists to create personalized and sustainable decluttering solutions that go beyond just tidying up.

The Obstacle

Immediately after launching the business, Martha found herself with a full roster of clients and jobs that kept her too occupied to focus on social media and marketing. As she puts it, there just were not enough hours in the day to do it all. As a new small business owner, she knew that she needed to prioritize client retention and expansion to keep up her momentum, so she reached out to the Digital Main Street program for help.



The Solution

Working with the Transformation Team, Martha's business gained branded, user-friendly online content and a roadmap to guide her future marketing efforts. The team created a full brand guideline for the Room2Breathe logo, which they incorporated into social media graphic templates for Martha to use on her own time. The team also updated her website making it a polished and informative springboard for new clients interested in her services. Having worked collaboratively with Martha throughout the process, the team was able to upgrade her digital presence while staying true to her brand's mission.

The Update and the Future

Martha is excited and optimistic about Room2Breathe's continued success and expansion. She is currently in the process of connecting with her community by writing a series of articles in local newspapers and giving organizational workshops and presentations in community centres. With a step-by-step marketing plan in place, Martha is prepared to identify, target and gain new clientele.



Testimonial

"I had high expectations for the Digital Main Street program, and I can honestly say that it far exceeded all of them," says Martha of her experience with the Transformation Team. "The program helped me continue to grow my company through my social media marketing. Thank you, Invest Ottawa."

Get Connected!



Martha Tobin

Founder, Room2Breathe

room2breathe.ca

 [instagram.com/room.2breathe](https://www.instagram.com/room.2breathe)

 [facebook.com/OrganizingandDecluttering](https://www.facebook.com/OrganizingandDecluttering)

 [linkedin.com/in/martha-tobin](https://www.linkedin.com/in/martha-tobin)