

Invest Ottawa DMS Future Proof

Success Story: Teslica

The Story

Teslica provides consumers with health, happiness and freedom through its modern electric bicycles. In order to find his own happiness founder Kory Keogan launched the business in 2018, after walking away from an unfulfilling life of 16-hour workdays. Kory saw the success of e-bikes in Europe and Asia and decided to bring them to the Canadian market. Today, Teslica has grown into a leading e-bike brand in Ottawa with a line of five e-bikes sold online and a storefront set to open in April 2021.



The Obstacle

When the COVID-19 pandemic hit, Kory's business started to boom, demand for e-bikes were rapidly increasing and he was struggling to keep up with the incoming orders. To capitalize on his product's new popularity, Kory wanted to better connect with potential clients and expand his online reach to access new segments of the market. But, as a solo entrepreneur, Kory couldn't commit the time to restructuring his marketing alone. As a result, he engaged the Digital Main Street Transformation Team for help.

The Solution

The transformation team worked collaboratively with Kory to identify and prioritize the channels that brought in new clients, starting with search engine activity. The team conducted in-depth research of Teslica's competitors to understand how they were optimizing search engine results and strategically incorporated popular tags to keep Teslica's website at the top of local Google searches for e-bikes. Additionally, the team streamlined Kory's social media channels with instructional templates to keep his presence engaging and active. Finally, the team created a question and answer section on Kory's online platforms to keep clients informed and interested.

The Update and the Future

As a result of the team's recommendations, Kory has observed a noticeable improvement in new client leads and social media engagement. The number of new clients he has received through Google searches and from interactions with his Facebook has shot up, and he is prepared to keep the momentum going. As Teslica moves into its busy summer season, Kory is optimistic about the business and its future.



Testimonial

"The process with the Transformation Team was unbelievably efficient, organized, and professional," says Kory of his experience with the Future Proof program. "I expected to get 'A' but really, I got 'A to Z'. The team pushed me to create new ideas for my business that will transform its future."

Get Connected!



Kory Keogan
Founder, Teslica

teslica.com

 [instagram.com/teslica_ebike](https://www.instagram.com/teslica_ebike)

 [facebook.com/Teslica1](https://www.facebook.com/Teslica1)