

Invest Ottawa DMS Future Proof

Success Story: The Urban Botanist

The Story

The Urban Botanist helps residents of Ottawa's urban areas meaningfully connect with nature and gardening through events and workshops. Founder Emma Terrell launched the business in May 2017 after she found herself starving for ways to enjoy the outdoors while living in a large city. Her vision was to offer in-person events where participants create terrariums and learn the essentials of gardening, while socializing with friends or family. Four years after the business' inception, however, the pandemic hit – forcing Emma to find innovative ways for her business model to adapt to the virtual economy.

The Obstacle

With in-person events halted for the foreseeable future, Emma needed to create a new revenue stream for The Urban Botanist and reinvent a digital presence that could ensure her business' continued growth and success in times of a lockdown. Having historically managed all digital marketing efforts entirely on her own, Emma knew she needed professional support to overhaul her business' platforms.



The Solution

The Digital Main Street Transformation Team helped Emma pivot into a virtual, online company within weeks. The Team designed a strategy where The Urban Botanist could offer its workshops remotely, and customers could purchase gardening kits and put them together in the comfort of their own home. The Team also assessed Emma's existing social channels and website before recommending specific changes to expand her reach and increase her engagement. As a result, Emma has seen The Urban Botanist evolve into an agile enterprise prepared to grow in 2021.

The Update and the Future

Since adopting the resources from the Future Proof Program, Emma has seen her client base explode in size and reach. She has expanded the brand's social media presence into the popular platform TikTok to attract new customers. With The Urban Botanist's new found vibrant online presence, fans from around the world can purchase workshop kits and enjoy nature from home. Looking ahead, Emma plans to launch nature video series *Living Wilder* in March 2021.



Testimonial

"Being a solo entrepreneur is difficult. Having the Transformation Team to support me was hugely helpful," says Emma of her experience with the Future Proof Program. "The Team was committed to helping me build my brand. The work they did for me was beyond my wildest dreams, and I fully recommend the program for business owners in any industry."

Get Connected!



Emma Terrell

Founder, The Urban Botanist

theurbanbotanist.ca

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