

Invest Ottawa DMS Future Proof

Success Story: Easy Breezy Dog Training

The Story

As a serial entrepreneur Kyla Denault has had plenty of experience developing and implementing successful businesses, but Easy Breezy Dog Training has become her long-term passion. Kyla worked for years in a corporate career knowing it was not the right fit. In 2017, she decided to take the leap and become a full-time entrepreneur. Now, four years later, Easy Breezy Dog Training is taking the training world by storm. Located in Orleans, Ontario, Kyla's business offers dog training services for every pesky pooch so that dog owners can lead a happy and enriched life with their beloved canines.



The Obstacle

Kyla already had many of the foundational tools in place for the makings of a great business, but when she heard that Digital Main Street would be providing support for website development and improvement, she couldn't pass up the opportunity. The financial success of her business relied on the attraction of new customers, and with pandemic forcing a shift towards an entirely digital world, Kyla knew she needed help bolstering her online presence.

The Solution

The Digital Main Street Transformation Team swiftly updated Kyla's website for customer accessibility and incorporated SEO to attract new customers. The team also worked with Kyla to assess the marketing framework of her business and provided graphics and templates that would make marketing Easy Breezy Dog Training simple and straightforward. Kyla worked collaboratively with the team to enhance her business's social presence as well, creating seamless and branded content to attract new customers and retain loyal ones. As a result, Kyla now has the time and energy to focus on what she does best: training tricky pups.

The Update and the Future

COVID-19 has impacted Kyla's business immensely, but not necessarily in the way you might think. Many people got new pups this year, which meant training was more in demand than ever. Easy Breezy Dog Training has met its business targets in record time, and Kyla is hopeful and optimistic that with the help of Digital Main Street her business will only continue to grow.



Testimonial

"As a dog trainer, I tell people that you need to set your dog up for success, likewise the Transformation Team helped set up my business for a successful future!"

Get Connected!



Kyla Denault

Founder, Easy Breezy Dog Training

easybreezydogs.com



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