

Invest Ottawa DMS Future Proof

Success Story: Lexine Photographie

The Story

Lexine Photographie is one of the most popular names in wedding and event photography in the Ottawa area. Founder Lexine Ménard discovered her passion for photography as a teenager while taking graduation photos for her high school classmates. In the years following, she began building a name for herself in the local events industry, and as she gained more clients, her photography business became her full-time occupation. Now, she and her team at Lexine Photographie strive to capture life's greatest memories at a wide variety of major events.



The Obstacle

With over 100 weddings booked, Lexine initially expected 2020 to be her biggest year yet. But when the COVID-19 pandemic hit, her business model and short-term vision were shaken up. All of her events were cancelled for the foreseeable future, and she was left with a long period of time to reflect on her next move. To strategically position herself to bounce back from COVID-19, Lexine applied to the Digital Main Street Future Proof program for help.

The Solution

The program's Transformation Team began by reviewing Lexine's existing website to identify key areas she could improve. For instance, Lexine had expanded her offerings to include fun extras, like photo booths for events, but the range of her services was hidden online. Now, when clients visit her website, her skills are front and centre. The team also conducted an audit of her social media and developed personalized content templates, along with a detailed posting schedule to gain visibility. After working with the team, Lexine gained critical skills and knowledge to help her business prepare for the boom in bookings she is expecting after the pandemic ends.

The Update and the Future

In the long term, Lexine is excited and optimistic about the fate of her business once events and gatherings can return to the pre-pandemic normal. Though the ongoing lockdowns have paused her event photography for now, her newfound social media following has gained significant traction and increased her client base. Lexine now expects 2022 to be a ground-breaking year.



Testimonial

“This experience was almost too good to be true,” Lexine says of her experience with the Future Proof program. “For business owners like me who are overwhelmed with COVID, it’s difficult to confront your challenges head-on. The Transformation Team helped me do what I never could alone.”

Get Connected!



P H O T O G R A P H I E

Lexine Ménard

Founder, Lexine Photographie

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