

Invest Ottawa DMS Future Proof

Success Story: ErgoPrime Inc.

The Story

Pam Grills has been helping facilitate healthy, productive workplaces through ergonomics for over 25 years. ErgoPrime Inc. was founded on the belief that all workplaces can optimize employee health through ergonomic assessments and training, thereby saving money on injury costs and boosting productivity. Pam has been providing ergonomic assessments across Canada since 1998 and is passionate about future-proofing the workforce by providing expertise and advice on how employers can facilitate comfortable and healthy workspaces.



The Obstacle

With many Canadians working from home during COVID-19, Pam knew that ergonomics was going to be paramount. Prior to the pandemic much of ErgoPrime's client acquisition was done through word of mouth in corporate offices. When clients transitioned out of the office, Pam needed to pivot her business to offer services online in order to adhere to COVID-19 restrictions, attract new customers, and support the millions of Canadians now working from home.

The Solution

Pam worked with the Transformation Team from the Digital Main Street Future Proof program to develop a digital marketing strategy that would help her business reach new markets and extend beyond word of mouth. The team created a video ad to promote Pam's online ergonomics training and developed social media assets that would set up Pam's social media channels for success. Pam was also able to add new digital skills and knowledge to her business toolbox, which she says will be crucial for an online campaign she hopes to execute shortly.

The Update and the Future

Pam plans to use ErgoPrime's social media channels to educate potential clients about the benefits of ergonomics and how incorporating ergonomic workspaces for employees can save money and increase productivity for business owners. ErgoPrime is currently completing a website transformation, and Pam looks forward to advertising ErgoPrime's online service offerings on the new site.



Testimonial

“Before COVID-19 ErgoPrime Inc. didn't have a social media presence, which made it very difficult to reach new clients. Now we have a social media marketing strategy that will help us successfully grow our business in the digital world,” says Pam of her experience.

Get Connected!



Pam Grills

Founder, ErgoPrime Inc.

ergoprime.com

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

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