

Invest Ottawa DMS Future Proof

Success Story: Glebe Osteopathy and Wellness

The Story

Glebe Osteopathy and Wellness combines massage therapy services, manual osteopathy, and yoga to provide holistic wellness for its customers. Founder Liam Graham-Morton discovered manual osteopathy after a serious snowboarding injury that left him with chronic discomfort. Drawing from his own positive experience, Liam decided to train to become a manual therapist. He felt that massage therapy and yoga would perfectly complement an osteopathy practice, and it is through this integration of services that Glebe Osteopathy and Wellness was born.

The Obstacle

Liam understood the value that an online presence could have for his business. In fact, he and his team were in the midst of designing a website as the pandemic began. But the uncertainty of the pandemic, coupled with some website design setbacks, meant Liam was struggling to get the business's website and social media channels up and running.



The Solution

Understanding these setbacks, the Transformation Team provided by the Digital Main Street Future Proof program worked in tandem with Liam to move away from a sales-focused site and adapt his web content to align with the wellness focus of the company. Through this transition, the Transformation Team drafted new web copy, developed email templates, created a brand identity, and adjusted the overall flow of the website. The team also helped Liam bolster the business's online presence by developing social media copy and templates that would help Liam and his team stay consistent in their messaging.

The Update and the Future

Thanks to the changes the Transformation Team helped Liam make, Glebe Osteopathy and Wellness is now seeing consistent customer acquisition and retention. Due to COVID-19, Glebe Osteopathy and Wellness is operating at one-third of its capacity, but thanks to the new website and social media presence, the team has been able to keep appointment spots full. Liam is hopeful that business will only improve.



Testimonial

“The Digital Main Street program was fantastic,” says Liam of his experience. “The Transformation Team was excited to work with me, and not only did they want to listen to me, but they knew how to help my business and keep me on track. I would hire them all back if I needed to.”

Get Connected!

Liam Graham-Morton

Founder, Glebe Osteopathy and Wellness

glebeosteopathyandwellness.ca



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