

# Invest Ottawa DMS Future Proof

## Success Story: Silver 7 Martial Arts

### The Story

Silver 7 Martial Arts offers martial arts, Brazilian jiu-jitsu, kickboxing, HIIT, and many more family-friendly services for adults and children. The studio was founded by Chris Davison, Etienne Dugal-Tessier and Delphie Dugal-Tessier, who were all on a mission to positively impact their community by providing a path to a healthy, fulfilling lifestyle in a safe and inclusive space. All three founders pride themselves on providing customers with an experience where they can feel welcome, confident and engaged. For them, martial arts are much more than self-defense or physical activity — they offer a path to a vibrant community and a healthy life.

### The Obstacle

Due to COVID-19 restrictions, Silver 7 Martial Arts was forced to close its in-person classes in Kanata and Barrhaven and pivot operations online. Silver 7 Martial Arts needed help generating new online customers and converting in-person customers to online class attendees. Chris and his team were looking to bolster online services so that they could continue to host classes and generate revenue during the pandemic.



### The Solution

The Digital Main Street Transformation Team worked with Chris to communicate the studio's COVID-19 protocols to clients and integrate more online classes. Through graphic design deliverables, reworking the site's blogs for SEO, creating new email templates, and developing a consistent social media posting schedule, Chris and his team have been able to attract new clients both locally and across Canada. At the same time, a clear message and concrete deliverables have helped Chris navigate his many hats as a business owner and operator.

## The Update and the Future

Now, Silver 7 Martial Arts has strong customer retention which only continues to improve with increased engagement. The studio has also sold out of summer camp spots at their Kanata location, and almost all spots are full at their Barrhaven location as well. This summer, Chris hopes to bring in more staff and hire new coaches who will continue to expand the studio's programs.



### Testimonial

"The Digital Main Street program was fantastic. I would highly recommend it to any business owner," says Chris of his experience. "The best part of the program was reigniting that passion for the other aspects of business that I really enjoy, such as communicating with new clients and the challenge of client acquisition."

## Get Connected!



**Chris Davison, Etienne Dugal-Tessier  
& Delphie Dugal-Tessier**  
Co-Founders, Silver 7 Martial Arts

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