

# Invest Ottawa DMS Future Proof

## Success Story: Karla Briones Inc.

### The Story

Karla Briones is an Ottawa-area serial entrepreneur with a passion for supporting others to achieve business success. After graduating from high school, Karla immigrated to Canada from Mexico with her family. Fueled by her own experience as a Canadian immigrant and her passion for business, Karla now works as a consultant helping immigrants and under-represented entrepreneurs grow and scale their businesses. Through Immigrants Developing Entrepreneurs Academy (IDEA), participants are taken through a 10-week online training program with Karla that teaches the A to Zs of starting and scaling a business in Canada.



### The Obstacle

Karla had already tackled the development of IDEA and its online training resources, but after tireless hours spent on the production of course materials, she was having difficulty navigating the promotion and marketing of the project. With her vision in tow, Karla reached out to Digital Main Street for help developing creative collateral and promoting her course offerings via social media.

### The Solution

The Transformation Team of the Digital Main Street Future Proof program worked collaboratively with Karla to develop graphics and social media messaging that would support the marketing and promotion of IDEA. The team also provided her with information about digital ads and recommendations on how to run them effectively. Ensuring the website was SEO efficient was another large part of the team's work. Thanks to Digital Main Street, Karla was able to launch the IDEA program on time to a beta test group of 20, which helped inform necessary changes and iterations to the programming.

## The Update and the Future

Beyond IDEA's business support, Karla says that the program has also been crucial for many new immigrants and under-represented entrepreneurs who were facing isolation during the pandemic. Thanks to the positive response from IDEA's first cohort, IDEA launched its second cohort in May. Karla has big dreams for IDEA and has joined an Invest Ottawa pre-accelerator program to help make those dreams a reality.



### Testimonial

“Historically, many business supports are strictly for tech start-ups, so being connected with Digital Main Street was refreshing,” says Karla of her experience. “It was nice to knock on a door and actually be able to access support. I’m so grateful for Digital Main Street and the way that they helped me bring my idea to life.”

## Get Connected!



### Karla Briones

Ottawa-area Serial Immpreneur and Business Coach

[www.karlabriones.com](http://www.karlabriones.com)

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

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