**PROJECT POSTMORTEM REPORT – EXTERNAL**

Modern & Elegant Designs

Bobbie Lamour-Milord

Ottawa, Ontario

Dear Bobbie,

Our transformation team is pleased to have been able to serve Modern & Elegant Designs in their digital transformation.

Within 2 weeks, the team has supported the development of your digital presence by creating:

* Brand style guide
* CMS How To Guide
* Pinterest How To Guide
* Pinterest SEO
* Instagram How To/Best Practices
* Instagram Reels Guide
* Instagram Influencer Marketing Guide
* Party In A Box Posters
* Website updates

The following report will stand as a summary of what we have accomplished during Modern & Elegant Designs engagement with the Digital Main Street, Future Proof Transformation Team at Invest Ottawa.

We wish you all the success in your future endeavours.

Sincerely,

DMS Project Lead

Laura Bacic

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## Post-Report for Modern & Elegant Designs

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Summary of Work

*At a glance, the summary of work provides a high-level description of the project from start to finish. It includes the major challenges the business is facing and solutions the digital squad has prepared for the business to achieve its goals.*

Modern & Elegant Designs is a wedding and event planning company that specializes in creating unique decor for birthday parties, anniversaries, corporate events and much more. Currently, they are working on a program called Party In A Box where they will provide virtual consultations to their clients regarding any event, and create a party box containing decor that will be shipped.   
  
Our primary focus was to create documents providing information on how to optimize Pinterest and Instagram. Our secondary focus was to provide updated branding suggestions, and software suggestions to improve efficiency and maintenance for the business overall.

**Project Timeframe:** Tuesday, December 1st - Thursday, December 17th

**Review of Statement of Work:**

*The table represents a comparison between the targeted action items and the actual accomplishments of those planned deliverables.*

|  |  |  |  |
| --- | --- | --- | --- |
| Task | Target | Accomplishment | DRI(Directly Responsible Individuals) |
| 1. **Brand style guide with mission and vision statements** | To refine already existing brand elements | Created a branding style guide that included logo, font styles, colour scheme and a revised mission and brand statement that can be used for all business purposes | Lovepreet Kaur Gill  Tanya Sinha |
| 2. **CMS How To Guide** | To create a guide explaining the different CMS options available | Factors to consider before choosing a CMS platform and additional resources | Tanya Sinha |
| 3. **Pinterest How To Guide** | To provide instructions on how to utilize the platform best for business purposes | Provided detailed descriptions of each pinterest feature | Kimlin Moy |
| 4. **Pinterest SEO Guide** | To provide a guide on how to set-up a profile that will be favourable for Pinterests algorithm | Provided a list of keywords for content creation ideas, specific descriptions within profile to monitor for optimization and analytics and additional resources | Tanya Sinha |
| 5. **Instagram Best Practices** | To provide key information on best practices used for Instagram to achieve the best results | Provided a list of information (tips & tricks) on best practices for instagram. Including but not limited to: optimal times to post and unique and generic hashtags to use (to attract a broader reach) | Kimlin Moy |
| 6**. Instagram Reels guide** | To provide a guide  on how to take advantage of Instagrams newest content creation update | Provided step-by-step process on how to create Instagram Reels to better interact with the targeted audience | Kimlin Moy |
| 6. **Instagram Influencer Marketing** | To provide information on Influencer Marketing and provide suggestions on how to execute an Influencer Marketing Campaign | Provided background knowledge, information and research on Ottawa Influencers to potentially work with. Included steps to take when executing an Influencer Marketing Campaign | Kimlin Moy |
| 7. **Party In a Box Posters** | To create a poster for promotional purposes | Created both JPEG and PDF files for poster outlining details regarding Party In a Box service | Lovepreet Kaur Gill |
| 7**. Website Updates** | To upgrade the current website | Fixed bugs, changed welcome and home pages, added CTA to include a popup form, changed some pictures, fixed format issues, configured email subscription, and provided instructions on how to switch from .com domain email to .ca email | Xu Jiang |

**\*All documents were stylized by Lovepreet Kaur Gill**

**Project Objectives Achieved:**

* Improve brand awareness: revised digital marketing and content strategy
* Increase sales: SEO research, marketing ad “how-to” guides for current and new services
* Maintaining Brand Image: Website improvements revised Brand Style Guide

**Post-Project Tasks & Future Considerations:**

Continuing Developments

*The following items are for Modern & Elegant Designs to further develop past their time with the transformation team.*

* Implement the Party In a Box strategy after advertising it on social platforms. Be sure to incorporate feedback from audience and tweak accordingly
* Decide if investing in a CMS platform such as Hootsuite as it can be profitable currently or at some point in the future
* Monitor analytics and insights on Pinterest and Instagram in order to make the most relevant and profitable changes

Maintenance Hand-Offs

*The following* *items are for Modern & Elegant Designs to upkeep and maintain based on the transformation team’s recommendations.*

* Website maintenance: updating content, security features, and overall usability
* Continue posting consistently on Instagram, and start posting consistently on Pinterest. Be sure to incorporate a lot of video content to build an audience and clientele while following content strategy and branding guidelines
* Continue to research and revise metrics and insights in order to keep up with competitors within the industry

**Project Archives**

<https://drive.google.com/drive/folders/1OwvtS2YaQike_M2wntSQKN8gQUsgHuLz>

*Please remember to download all deliverables TODAY.*

**Where to Go From Here**

We are certain that questions will pop up after today... here are some ideas/ways that you can get help:

* Reach out to your Business Advisor at Invest Ottawa
* Reach out to friends, colleagues and social media contacts to get a referral for whatever support you are likely to need – webmaster, social media help, etc. Work on that now rather than waiting until you are in a bind.
* Attend the various webinars that Invest Ottawa puts on. *Best way to see these is to follow Invest Ottawa on Eventbrite -* https://www.eventbrite.ca/o/invest-ottawa-education-centre-1492863402