

WABANAKI MAPLE

Digital Tools for Expanded Operations and U.S. Export



Challenges

[Wabanaki Maple](#) has experienced impressive sales since its founding in 2019. The artisanal, Indigenous maple syrup company has rapidly grown its brand through in-person trade shows, word-of-mouth, email marketing – and of course, having an amazing product – in just a couple of years to 100 speciality retailers across Canada.

Wabanaki already had e-comm-fuelled export to the U.S. by 2022 in its sights when the pandemic hit, making digital-first plans even more of a necessity.

But first, some upgrades were needed to keep up with demand and support growth. Along with expanding its tiny facility in Neqotkuk (Tobique First Nation) to a 4,000-square-foot building, Wabanaki also needed help automating manual processes and strengthening their online presence.

“We knew that the inventory management system was a bottleneck for us, but we also knew that the opportunity with our website was the opposite of a bottleneck: it’s unlimited.”

– Peter Davis, Business Development Lead



Jolene Laskey, Founder

Solution

With support from Digital Boost 2.0, Wabanaki Maple enlisted [Second Spring Digital](#), a New Brunswick firm that helps companies build digital capability and generate business results. Second Spring Digital started with a thorough digital audit spanning internal operations, digital marketing, and assessing competitors. The end result was a comprehensive digital strategy aligned with Wabanaki's business objectives, supported by insights and recommendations.



"It was awesome," Peter says, of the resulting report. "We weren't sure what to expect, and the findings were actionable items we could use. It was exactly what we wanted."

Some of the key recommendations Second Spring Digital delivered included:

- The need to implement a digital inventory management system
- Opportunities to improve website and e-commerce performance
- Setting up Google Analytics to better understand online customers
- Leveraging digital marketing strategies using Google and Facebook ads
- Opportunities to leverage keywords and improve SEO performance

The digital strategy made it clear that the highest priority item for Wabanaki was to select a digital inventory management system. Using the remaining Digital Boost 2.0 funds, Second Spring Digital worked with Wabanaki to gather requirements, assess vendors, and recommend the best fit for inventory management software.

Results

With their digital strategy, newly selected inventory management software and expanded facility, Peter and his team now have a clear path towards U.S. export. Additionally, the validation Wabanaki received from Second Spring Digital was valuable in confirming some of their gut feelings. The engagement also revealed sales and marketing opportunities Wabanaki hadn't considered.



"Them telling us we were ranking No. 4 in the U.S. for 'maple whiskey' was just a cherry on top because we hadn't realized that," said Peter. "It helps us to understand which product to promote first in the U.S."

And as a company that gives back to its community, the opportunity to enlist homegrown tech talent was a bonus.

<https://www.wabanakimaple.com>

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