



CANADA DIGITAL
ADOPTION PROGRAM

APPROVED DIGITAL ADVISOR

designdirective_{INC}

DIGITAL TRANSFORMATION DESIGN

We are Design Directive, a small team of passionate technology advocates, innovators, and independent business technology consultants in Toronto, Canada. Our mission is to use our technical expertise to help business owners save time and make more money. We specialize in making it easy for you to use digital technologies to streamline processes, increase efficiency, and improve customer experiences.



CDAP APPROVED DIGITAL ADVISOR

As a government recognized and registered digital technology advisory service, we are empowered to help you to make use of various government grants and funding options to support your technology adoption initiatives.



SEARCH ENGINE OPTIMIZATION (SEO)

Improve website visibility, drive targeted traffic, and boost organic search rankings to get more customers at lower acquisition cost over PPC advertising.



WEB DESIGN & DEVELOPMENT

Create professional websites that attract customers, enhance credibility, and convert visitors to loyal customers.



SOCIAL MEDIA & DIGITAL MARKETING

Drive business growth via digital online strategies to reach, engage, and convert customers effectively using your various digital funnels and social media channels.



CONVERSION RATE OPTIMIZATION (CRO)

Optimize your business website, online store, or advertising campaign to improve conversions and generate real results.



ECOMMERCE DEVELOPMENT & AUTOMATION

Build and automate online stores for seamless fulfillment, broader market reach, and maximum revenue potential.



PROCESS AUTOMATION & INTEGRATION

Increase productivity, streamline operations, and support lead generation by automating or integrating various manual, and error prone processes.



“

My name is Tom Korzen and I'm the principal technology advisor at DDI. Let's put my 20+ years of experience in technology implementation, business development, and entrepreneurship to work for you. I helped numerous clients achieve their business objectives and I would love to help you with yours.

”

LET'S TALK

(800) 704-4449

hello@designdirective.ca

Visit designdirective.ca to learn more.