



PITCH DECK

COMPANY OVERVIEW

OFFTHELENS.COM



OFF
THE
LENS

"Most companies miss a majority of the marketing that actually drives sales and revenue.

We fix this by building better marketing solutions, starting with your funnel."

Brayden Gingrich
Off The Lens



9th Year Business - Passionate About Growth + Results

1

Goal 1

Scale businesses
through online marketing
so they can be
hyper profitable

2

Goal 2

Automate a majority of
your marketing to **free up**
time and **recourses** within
your company

3

Goal 3

Give back to various
community events and
charities through
business

We believe that business is a tool,
to build communities locally and globally.



1

Solution 1

Custom-designed **marketing funnels** help us identify weak links and bring more ROI and business to your table.

2

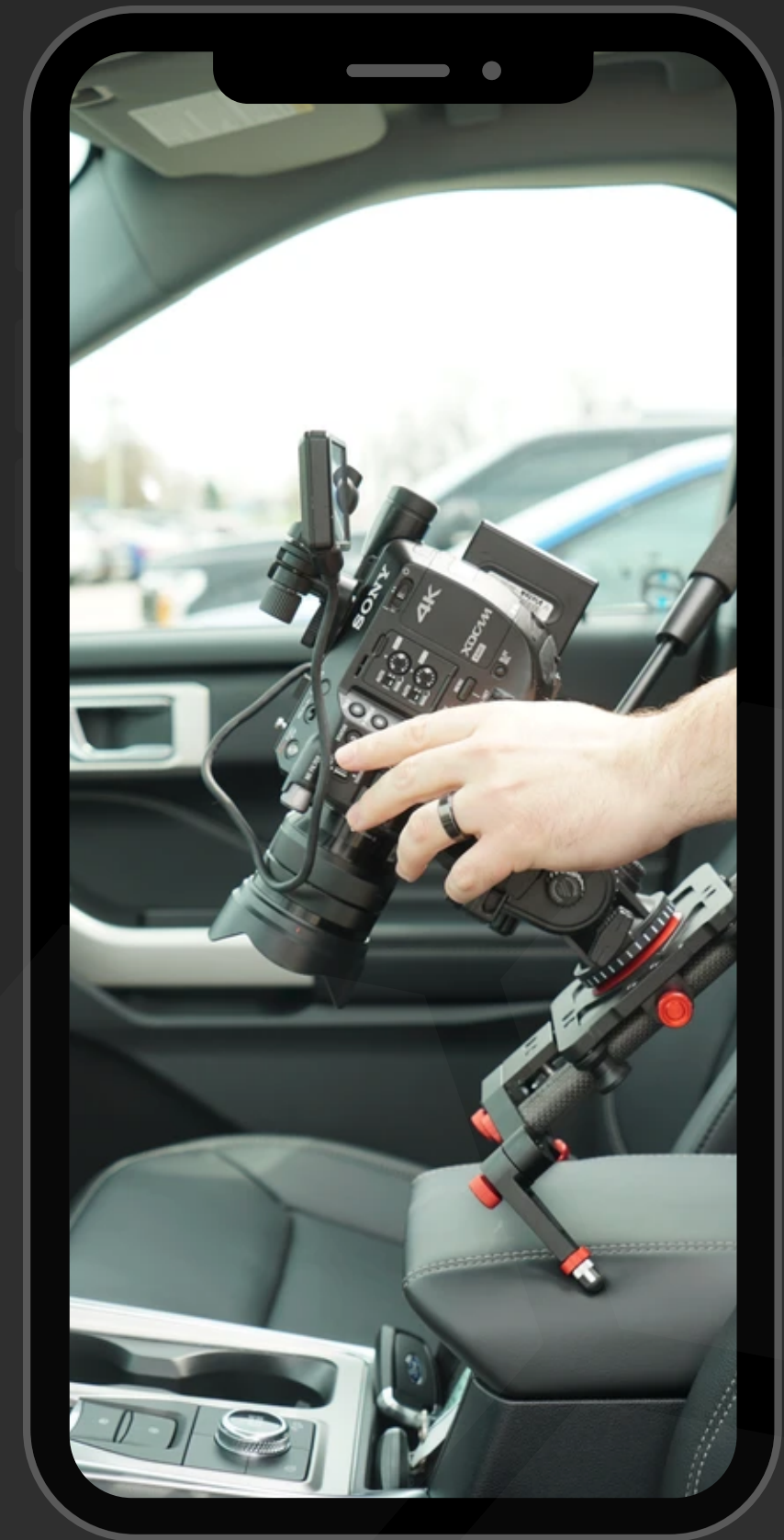
Solution 2

Paid Ads (Facebook) that generate leads through your website, messages, and lead forums.

3

Solution 3

Social Media and **Creative Content** make your online presence captivating and stand out among the competition.



Roadmap

Here's the steps to getting you infront of tens of thousands of locals, and to set a new standard for businesses in your industry.

Step 1

CREATE
MARKETING PLAN

1

Step 2

SHOOT CONTENT

2

Step 3

CONTENT/AD
APPROVAL

3

Step 4

LAUNCH +
GROW

4



We aim to ensure your online presence
amplifies your company **culture**, and the
caliber of your **service, team, and products.**



Results

Using paid Facebook ads, we **lowered** an Ontario Ford dealers CPC (Cost Per Click) by over **\$2.00**, which saved the dealership approximately **\$24,000**.

Results

We generated over **\$200,000** in **revenue**, for a roofing company with just **\$1100** in **ad spend**. They've **never** spent money on marketing before.

Results

Using paid Facebook ads and videos, we generated over **\$100,000** in lead value for a brand-new boxing gym in Ontario, with **\$1000** in **ad spend**.

Investment

Solution Marketing

- Epic Promotional Video
- Paid ad campaigns
- Profit/ROI focused
- More leads/sales
- Custom-built marketing funnel, to minimize the money left on the table

\$4,000/mo - Billed at 50% until results are achieved - 3 month minimum

Social Media

- Monthly Photography
- 12-15 posts/mo
- Customized monthly calendars
- Content approval
- 2 platforms
- Improves the results of our Solution Marketing + Branding

\$1350/mo - 6 month minimum

Both services for \$5200/mo - Growth Guaranteed

Off The Lens is on a mission
to build better marketing solutions
so your business thrives.





OFF
THE
LENS