



Digital Marketing

Reach new heights with social media



OFF
THE
LENS



Social Media is transforming our world.

Utilizing it effectively can be difficult without a clear strategy and an end goal in mind. Creating compelling content that engages your audience is key to a long term and successful brand. This is why strategic video marketing, social media content, and messaging is essential for growth in today's world.

71%

of customers who receive a good experience with a brand via social media, are likely to recommend it to others.



We are more than social

Off The Lens is a full service video, photo, and social media marketing company that got it's start supporting and empowering local brands and companies through the use of social media in the early days of Social Media Marketing.

Empowering and supporting local business to grow is still the backbone of the company to this day.

Community Support

Our **Launch Project** gives passionate entrepreneurs the tools they need to succeed, while giving back to the next generation of business leaders.

Our services

Social Content

Social media content curated for your brand with maximum engagement and brand recognition as a main driver to influence your followers.

Professional Video

From video advertisements to product breakdowns, we collaborate with each client to bring video ideas from the drawing board to the big screen.

Professional Photography

Photography to make you stand out. Each picture will be of top quality and is taken to match any brand environment required for your businesses needs.

Online Paid Advertising

In a loud online space, we get clients products and services in front of your ideal consumers, using captivating content, strategic targeting and accurate data/analytics.

Support & Accountability

If you have any questions along the way we will work with you in a timely manner to personally resolve and ensure any problems are avoided in the future.

Our clients are great

We love to work with growing and established businesses in our local community. Here are a few of our selected clients.

dynafit
UNIVERSITY



Durham Furniture
Renowned for Solid Wood Since 1899



KEMPSTON & WERTH
REALTY LTD. - BROKERAGE
Stacy Clarkson - Broker



And they say great things

“ We've had the pleasure of working with off The Lens now for 3 years. Over that period, their knowledge, expertise, and passion for what they do has taken our social media, and online presence to a whole new level! We are looking forward to working with their team for many years to come!

Trevor Cork

Owner, Speedy Glass Listowel

“ In 2020 Durham Furniture found itself looking for ways to share its 120-year-old story with prospects and our existing dealer network across North America. We did this through video production.

All of these productions have proven to be invaluable, and the need for fresh new content became paramount for our business.

Off The Lens not only provided expertise, making the creative process easy for us; they also turned around all that we did in a very timely fashion allowing us to meet our internal deadlines.

When the time comes for us to add to what we have done or create something new our first call will be to Off The Lens.

Josh Alexander

Vice President, Durham Furniture

Leslie Motors

An Online Paid Advertising Case Study

This client was looking for cost effective, yet effective marketing for their car dealership.

We created static content for these Facebook ads, and set a specific target audience in the local area.

This ad got nearly 7,000 new website visitors to browse their online inventory of used vehicles. At just \$0.24 per click, this ad outperformed many previous marketing attempts.

It also reached over 32,000 nearby rural residents online.



DG's Pro Tech

A Video Production Case Study

These Facebook ad campaigns were created for the sole purpose of gaining engagement for technical videos we filmed and promoted online.

This video reached over 90k targeted individuals on Facebook alone. It also received over 72k views, 150 shares, nearly 500 reactions and 219 comments.

This video helped the mechanic win the "Canadian Tech of The Year" award in 2018.

This video is a part of a series that has generated over 1 million video views online, for this automotive repair shop.



Dynafit University

An Online Paid Advertising Case Study

This gym requested an ad campaign to generate more memberships in their small town of 10,000 residents.

We created a virtual tour video that was 45 seconds in length, making the audience want to see more.

With a small budget of \$175.71, we generated 25 messaging conversions (\$7.03 CPM), quality engagement in comments and 380 new page visits in just 7 days.

7

day campaign

25

messaging
conversations

308

page visits

Ready to take your marketing to the next level?

Grow your company with the power of social media and content creation.

Contact us today to get started.

(519) 635-7715
OffTheLens.com

