



# CASE STUDY

BOOSTING COMMUNITY ENGAGEMENT AND SALES FOR THE UK'S #1  
PHOTOGRAPHY SERVICE

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## CASE STUDY

# LENSES FOR HIRE

## OVERVIEW

Established in November 2007, Lenses For Hire Ltd is a leading UK-based company providing top-tier photographic equipment rental services. Operating from Coventry, England, they offer an extensive selection of camera lenses and accessories for hire, catering to both amateur and professional photographers. Their commitment to quality and customer satisfaction has solidified their reputation as a trusted partner in the photography community.

## MARKETING CHALLENGES AND OPTIONS

Lenses For Hire, the UK's #1 photography service, sought to expand its Instagram presence and build a vibrant online community while leveraging social and email marketing to increase sales. Facing tough competition, they needed a strategy that would grow their audience and translate engagement into tangible business outcomes. MiM was tasked with creating a dynamic, multi-channel approach to achieve these goals.

## BENEFITS

The results were outstanding and provided measurable advantages for Lenses For Hire:

- A 139% increase in Instagram followers, significantly growing their community.
- A 761% boost in impressions, ensuring the brand was seen by a larger audience.
- The introduction of video content drove a 1025% increase in reel engagements, demonstrating the power of dynamic media.
- Website views increased by 139%, showcasing the effectiveness of MiM's integrated strategies.
- Direct impact on sales, as reported by the client, with standout success from email marketing and social campaigns.
- These efforts not only met but surpassed the goals, positioning Lenses For Hire as a leader in their industry.

**"From the initial meeting with Rowan and the MiM team, I knew I'd onboarded a great company. It was an absolute pleasure to work with Emily, who I felt took a genuine care for my business and its goals."**

**-Richie Haymes, Owner and Director of Lenses For Hire.**

SONY

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## EMPLOYING MIM

MiM's multi-faceted approach for Lenses For Hire included:

- Multi-Channel Social Media Campaigns: Targeted efforts on Instagram, Facebook, and LinkedIn to maximise reach and engagement.
- Instagram Innovations: Introduced video content and UGC collaborations, which led to a 1025% increase in reel engagements.
- Giveaways and Collaborations: Built strong connections with the photography community and engaged new followers.
- Email Marketing Success: Launched a Christmas email campaign that booked 70 products on the first day.
- Paid Social Campaigns: Amplified reach and targeted specific audience segments for optimal results.

Each element was carefully designed and executed to ensure that Lenses For Hire reached its target audience and exceeded its marketing goals.

## STANDOUT SERVICE

MiM's standout service was its integration of social media, email marketing, and paid campaigns into a cohesive strategy. The introduction of video content and UGC collaborations breathed new life into Lenses For Hire's Instagram, fostering growth and engagement.

Through consistent performance tracking and optimisation, MiM ensured that every effort was impactful. This tailored approach not only delivered immediate results but also laid a solid foundation for sustained growth.

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mim-agency.co.uk



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MiM