



LAD SOCIAL

CAPABILITY STATEMENT

Established in 2008, LAD Social is a leading full-service online marketing and digital media company based in Rockhampton, Queensland.

www.ladsocial.com.au



WHAT WE DO

We're an online marketing and digital media company that works differently because we're built differently.

LAD Social specialises in commercial photography, videography, social media marketing, and more. We collaborate with businesses to develop tailored content strategies that drive growth and increase brand awareness.



EST. 2008



With over 40 years of industry experience, our expert team has diverse knowledge across multiple fields and can cater to your specific business marketing needs.

CORE COMPETENCIES

Social media marketing: Understanding of social media platforms and strategies to help businesses increase brand awareness, engagement, and drive sales.

Commercial photography: Expertise in capturing high-quality images for commercial use in various settings, utilising professional equipment and techniques.

Video production: Ability to produce high-quality, engaging video content for a variety of purposes including marketing, TV commercials, and events.

Drone services: Proficient in providing aerial photography and video services using drones, capturing high-quality, unique perspectives for various purposes.

3D virtual tours: Ability to create interactive and immersive 3D virtual tours for real estate, allowing clients to experience properties in a virtual environment.

Graphic design: Creative and technical skills in graphics and experience in creating user-friendly websites that are optimised for search engines and mobile devices.

VFX: Proficiency in creating visually stunning visual effects using modern software to combine practical shots with computer generated graphics and animation.

PAST PERFORMANCE

The Agency CQ

Supplying the official property photos, videos, and social media marketing for The Agency CQ real estate.

Beef Australia 2018 and 2021

Our crew covered 61 events during Beef 2021 supplying a total of 1681 images within 24 hours of each event.

Millennium Comics & Collectables

From the brink of closing in 2020, our social media marketing services helped Millennium Comics become one of the biggest comic book and collectable stores in the Southern Hemisphere.



CLIENT TESTIMONIAL

"No other business within the region would have had the production capability to cover every single event across Beef Australia 2018."

- Sarah Mitchell-Anyon,
Marketing & Communications
Beef Australia.



GET IN TOUCH

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