



How to use your aerial photography and footage to grow your business.

There is no doubt the impact drones can have on business photography. In such a highly competitive industry, being able to showcase your property with drone photography and videos, impressively can provide massive returns. Read on to find out how we're helping business right now.



Why Use Drone Photography?

Drones are one of the most critical new technologies to enter the consumer market. And it's easy to see why:

- 1 Fly in low from over 400 feet in the air to showcase your business and the surrounding neighborhood.
- 2 When combined with ground footage, the overall effect is breath-taking. No other solution was available for showcasing your business to customers. Provide a detailed view of your business interior; it's exterior and the surrounding area.
- 3 Enable your customers to make their decisions faster and generate excitement. With an optional voiceover to highlight your business features, services, and surrounding community we can help you stand out from the competition
- 4 Generate media for promoting your business products and services. When prospective customers are searching for your online, they will know that you use every opportunity available to showcase your products and services.
- 5 Compared to the alternatives of using a helicopter, plane, camera crew drone footage is significantly cheaper, can be arranged instantly
- 6 Improve your own websites performance. Google loves it when you have engaging videos on your website, making drone footage a benefit to your websites' search engine optimisation (SEO).



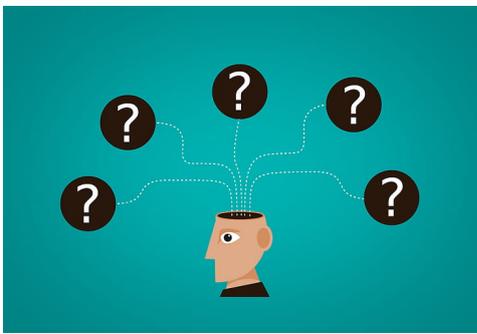
Local Business Consulting will take care of all of your business photography and video requirements, including:

- Create impressive and compelling aerial video and photography.
- Combine ground footage for the full business photography and video experience.
- Fully edit your video, and provide an optional voice over in post video production.
- Provide high definition, and web-ready still images and videos.
- Assist in helping you to get the most return possible from your footage.

We've used Yaroslav to take some drone footage of our jet ski rentals. He was able to fly around our riders and provided excellent photos and videos showcasing our services. More people are going online to see what services our company is offering and having aerial films has helped us bring in more clients.



Using drone photography and video adds an extra dimension to your business. The video brings your business to life in ways that static photos can't and increases the awareness of your business substantially, especially on Facebook, Youtube, Instagram, and Google. More customers are using technology to find products and services having relevant content helps them make better decisions.



How to use your drone Photography

We love to create brilliant business photography and film to help you market your business. Using the latest technology and photography techniques, we work with you to build on your business portfolio so that they are even more powerful marketing tools.

Our experts will help you get the most out of your drone aerial photography from start to finish

Pre-Flight Planning Tips

It's crucial to iron out the flight plan of all aerial shots or indoor flights and identify what it is you want to get out of the project. Here are a few things to consider before take-off:

- **Voice-overs** - A voice-over helps describe some of the details of a business that visuals cannot achieve alone, including services and products you offer, nearby facilities, transport links, and the history of a property. These can help market business. If you plan to use a voice-over, write a rough script first to ensure we have the right shots to compliment the voice-over content.
- **Business Features** – What are the key features that will help your business stand out? You don't want to get to the end of the day filming only to realize more footage will be required.
- **Who will be involved?** – Do you already have a photographer who you trust? Most drone service providers can work with your current photographers, or take on the entire project themselves.

These are the core requirements to get right before any drone flight, and the LBC team will work with you to ensure that everything is planned



2. Using Social Media

On social media? You will want to be if you're not already. Impressive aerial drone footage gets noticed; customers want to see the business online before contacting them directly. Include video snippets on Instagram, post the video on Facebook, and ensure your LinkedIn followers catch a glimpse of it on their feed. You can even upload it to your YouTube channel for viewers to watch it in. The more people who see and share your video, the more likely people will get in touch to use your products or services with you.

By sharing your drone video across your social media sites, you will attract potential customers. For example, an eye-catching video on Facebook will generate interaction, which will, in turn, lead more and more people to it even if they aren't looking to for your business.

Try Facebook/Google posts to reach more people in your target market, your target area, target age group (the list is endless). Using your real estate drone footage as the engaging content.-

By showcasing your business on Yelp and Trip Advisor, you're providing your customers with more information about your business

3. Include Videos in Your Print Media



For bonus points, you can even use your videos within print media. But how? I hear you ask. By using clever design, tiny URLs, and even QR codes in your magazines, flyers, and business cards, you can direct offline readers to your website. Many smart phones now have QR readers built in, or there are plenty of apps available on the App Store.



FAQ's

Are you authorised?

Yes, we are authorised by the Civil Aviation Authority to use drones commercially

Are you insured?

Yes, we are insured and have public liability

How high can you fly?

Up to 400ft

How much do you charge?

We charge \$150 + tax for our Standard Package and \$250 + tax for our Premium Package.
Please get in touch for more details.

Will you edit our videos and photos?

Yes, all editing is free of charge with both our packages

Can you take interior photography stills and video?

Yes, we can add interior shots into your project as part of our Premium Package

Can you provide voice over scripts and artists?

Yes, as part of our Premium Package

If you have any questions or would like to speak more about what Business Drone Photography and Filming can do for your business, please get in touch.

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