



Using a drone on the job site can elevate your marketing efforts by providing stunning, professional visuals that capture the scale,

teamwork, and transformation of your projects. Here's how to incorporate drones into your marketing for the Self-Help USDA Home Loan program:

Drone Marketing Ideas for the Job Site

1. Progress Videos

- **Time-Lapse Videos:** Use drone footage to capture a time-lapse of the project from start to finish. Show empty land transforming into homes built through the sweat equity of participants.
- **Weekly Updates:** Share aerial shots of ongoing construction on social media to engage your audience.

2. Showcase Community and Teamwork

- Highlight families, volunteers, and staff working together.
- Capture unique angles, like groups laying foundations or raising walls.

3. Before-and-After Comparisons

- Use drones to capture “before” footage of an undeveloped site, then overlay it with “after” shots of completed homes.

- This visual transformation resonates emotionally with donors and supporters.

4. Create Storytelling Content

- **Family Stories:** Film short interviews with families on-site, paired with aerial shots of their home in progress.
- **Volunteer Spotlights:** Feature volunteers in action, with sweeping shots of the construction they're part of.

5. Virtual Tours

- Offer virtual tours of the job site or finished homes. Use the drone to create a smooth walkthrough of a newly completed home to give potential families and donors a firsthand view of the results.

6. Highlight the Surrounding Area

- Capture footage of the rural setting and local community to emphasize the USDA's focus on improving rural housing.
- Show the proximity of completed homes to schools, parks, or other amenities.

Key Benefits of Drone Footage

- **Engaging Content:** Aerial shots stand out on social media and in presentations.
- **Professional Appeal:** Elevates the perceived quality of your marketing materials.
- **Broad Reach:** Great for sharing with partners, donors, and local media.
- **Cost-Effective:** High-quality drones provide affordable access to visuals that were once only achievable through costly professional services.

Practical Tips

- **Prioritize Safety:** Avoid flying drones near workers or over sensitive areas.
- **Plan Shots in Advance:** Sketch a storyboard to ensure you capture the visuals you need.
- **Use for Events:** Document volunteer build days, dedication ceremonies, or ribbon cuttings with dynamic aerial footage.

How to Use Drone Footage in Marketing

1. **Social Media:** Post reels or short clips with captions highlighting the program's impact.
2. **Website:** Embed drone footage on your homepage or project pages to engage visitors.
3. **Presentations:** Use aerial shots in marketing presentations to impress stakeholders.
4. **Fundraising Campaigns:** Appeal to donors with compelling visuals of the work their contributions support.
5. **Press Releases:** Provide media outlets with professional drone footage to accompany stories about your projects.

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