



## Starting a drone business

It's an excellent opportunity to work for yourself and kick-start your drone business. With low entry costs and small financial outlay.

Learn more in details about [settings up a drone photography business](#)

**There are three primary options available:**

1. Buy a drone franchise in Australia – from \$30k – \$80k
2. Gain your RePL and fly under a drone company with ReOC (That's Us)
3. Get your own ReOC and start your own business

We provide ongoing support and training with photo and video editing. We can provide expertise in other areas such as animation. Continue to work with you to generate work via digital marketing.

### Your Marketing Budget

- \$200 budget required per month to run Google AdWords in your selected region; Townsville & Surrounds. This budget pays directly for Google AdWords. We can adjust the budget your monthly campaign.
- \$150 for AdWords Management
- \$150 for Local SEO - Targeting local keywords in your region e.g. drone photography Townsville

### Option One: Own Branding

- Website – 5-page website monthly plan \$49.95 per month
- Logo – simple logo \$250

### **Option two: Using our website**

You have the option to use our website to promote and market your work to potential customers. We will create a special landing page to display your showreels & galleries with your contact details.

- The one-off setup fee is \$100
- \$19.95 per month for the landing page

We provide you with an excellent working website to attract clients to grow the business. With ongoing monthly maintenance and website update to keep your site fresh for visitors.

- Insurance – insure your business
- Must have ABN

You are dealing with the client directly. We only provide the platform to display and market your work.

**View our example landing page at <http://www.aerialvideographypro.com.au/townsville/>**

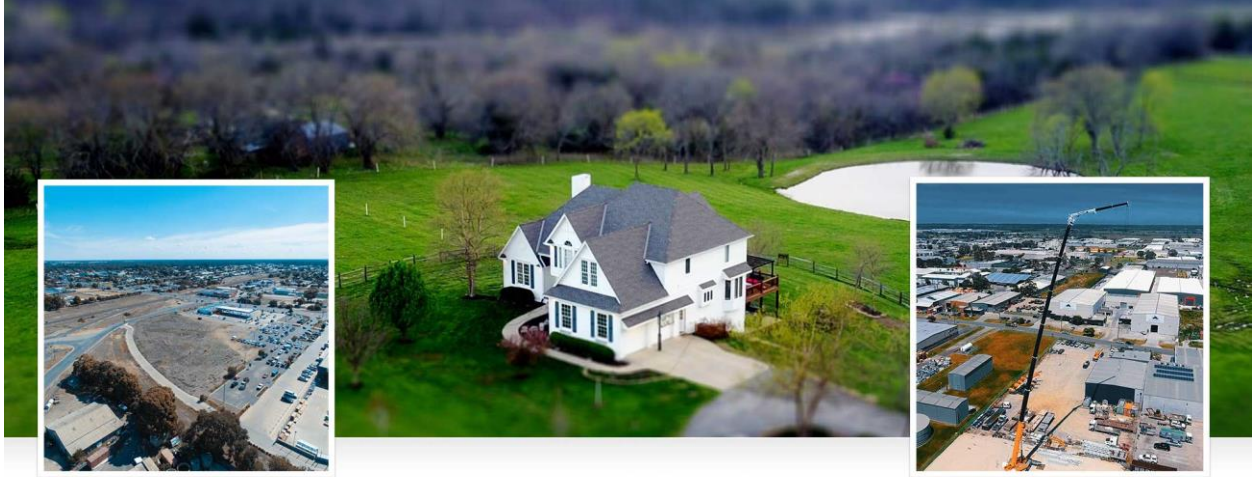


### **You are the business owner**

We do recommend doing other types of marketing. Like buying a Franchise, you are the business owner; you have to go out and get work. You are only purchasing the brand and potential work from National marketing.

### **Leads from us at Neptune Drone Photography**

There are potential leads that will come in that we are unable to perform, or it is not in our areas such as Townsville or the client want someone more local.



## Types of Services You Can Provide

It is 100% up to you on your level of experience and the type of equipment you may have at your disposal. For example, consumer drone won't be a good fit for inspection work such as solar panels, roof or bridges.

**Three common types of work you provide are:**

- Photography & videography
- Inspection
- Surveying

## You can also operate under our ReOC.0717

- It will give you the opportunity to take on tasks that may require approval from CASA such as flying within 5.5km of an airport.
- Night flying or beyond the line of sight operation.

To join us, you will require to pay a monthly fee \$149 for up to 6 job approvals - admin fee for approval + CASA application fee.

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Thank you for your interesting in starting a new career in the drone industry. I hope this information is useful to you and I look forward to working with you in the future.

Any questions, please contact me.

Nep Thach,

Neptune [Drone Photography](#)

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