



PROJECT SHOWCASE MEDIA

# Make your work your *marketing*.

Cinematic photography, video, and progression media for commercial construction, renovation, roofing, architecture, and development.

**YOUR PROJECT IS THE CONTENT.  
WE MAKE IT WORTH SHARING.**

RAVN

D I G I T A L

# Three ways to put your projects to *work*.

|    |                                                                                                                                                         |             |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| 01 | <b>Progression Showcase</b><br>Document the build as it happens, from groundbreaking to ribbon-cutting — plus pricing for the Progression Film program. | Pages 04–07 |
| 02 | <b>Showcase Media</b><br>Capture the finished project as a standalone hero piece — the portfolio-ready payoff, not the process.                         | Page 08     |
| 03 | <b>Informational Content</b><br>Media that trains your people, explains your services, or introduces the team behind the work.                          | Page 09     |

WHY THIS MATTERS

# Good media *sells*.

RAVN believes in the power of media. Here's what that means for your business.

NEW CLIENTS

Reach people who were never looking for you.

INFORMED CLIENTS

Owners and investors stay confident without a site visit.

PASSIVE MARKETING

Finished work keeps selling after the crew leaves.

BUILT TRUST

Professional documentation signals a professional company.

MORE REVENUE

Documented work wins more work.

BACKED BY THE NUMBERS

SALES

85%

Convinced to buy

Consumers say watching a video convinced them to buy a product or service.

CLIENT GAINS

34%

Higher conversion

Before and after project photos increase conversion into booked work for contractors.

ATTENTION

48%

More views

Social posts with video content generate more views than posts without it.

Sources: Wyzowl State of Video Marketing, ABMG Construction Marketing, Perpetua Video Benchmarks.

# The project ends. The marketing doesn't.

Every completed project is proof of what your company can do. We capture the transformation so your current client can experience it, your future clients can see it, and your company can keep using it long after the crews leave the site.

|                                                              |                                                                      |                                                                      |                                                                               |
|--------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------------------|
| <b>SHOW</b><br>Make the finished project look extraordinary. | <b>SHARE</b><br>Give clients something they're proud to send around. | <b>PROVE</b><br>Show future prospects how the work actually evolved. | <b>WIN</b><br>Turn completed projects into evidence for the next opportunity. |
|--------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------------------|

THE PASSIVE MARKETING EFFECT

## Your client sees their building from an angle they've never seen before.

A finished aerial image or film gets shared with owners, investors, partners, employees, colleagues, and friends. The project travels. Your company's work travels with it.



● SECTION 01 — PROGRESSION SHOWCASE

# See the whole story. *Beginning. Middle. End.*

Repeatable aerial viewpoints turn a series of site visits into a clear visual progression. The same project can be understood by the owner onsite, a stakeholder hundreds of miles away, or a future client reviewing your work.

## REPEATABLE ANGLES

Return to specific viewpoints and areas of focus so every stage can be compared.



01 EXISTING CONDITIONS

## 15–20 PHOTOS / VISIT

Capture a curated set of high-resolution images around the milestones that matter.



02 IN PROGRESS

## BRANDED PROJECT DATA

Add project name, date, phase, direction, logo, codes, notes, and other details.



03 COMPLETE

## BEYOND MARKETING, IT'S PROTECTION

A dated, angle-matched photo record is proof of what happened onsite — useful if a client ever questions timeline, scope, or progress. One progression, kept for the life of the project: a client update, a marketing asset, and a record you can point to.

[Watch an example video →](#) [View example photos →](#)

● SECTION 01 — PROGRESSION SHOWCASE

# A visual record. Built to represent your brand.

Every visit becomes a full delivered gallery — and any single image from it can carry your branding.



One photo from that gallery, with a custom lower-third graphic added.

The full delivered gallery from a single site visit.

01

## PROJECT INFORMATION

Name, date, work documented, phase, and status.

02

## ADDITIONAL DETAILS

Codes, notes, elevation, and site conditions when useful.

03

## STANDARD OR CUSTOM

Standard templates, or a custom layout for your brand.

## ONE IMAGE. MULTIPLE PURPOSES.

Client communication • Project documentation • Marketing

[Watch an example video →](#)

[View example photos →](#)

# Choose how much *of the story* to tell.

TIER 1 — PHOTO ONLY

*For the moments that matter.*

- 2 visits (before / after)
- High-resolution drone photography
- Delivered upon completion

TIER 2 — PHOTO + VIDEO

*For the whole transformation.*

- 3 visits across the project
- Drone photo + video every visit
- Finished before/after comparison film
- Delivered upon completion

CUSTOM PROGRAM

*For ongoing or large-scale work.*

- Multiple visits or a retainer cadence
- Drone photo + video
- Delivery on your schedule

Every tier scales to your property size. **Contact us directly for your custom quote.**

[Watch an example video →](#) [View example photos →](#)

ADD-ONS AVAILABLE

**Ground Photo / Video**

Handheld and gimbal coverage alongside the drone.

**Client Testimonial**

On-camera interviews with clients or crew.

**Rushed 48-Hour Delivery**

Get your media faster when timing matters.

**Social Media Edit**

Vertical reels cut from your project footage.

**Overhead Survey**

Reference-only photo survey of the site.

**Last-Minute Booking**

Flexible scheduling within 5 days of your project.

**Website / Commercial License**

Extended use rights for bigger campaigns.

**Live Drone Inspection**

Real-time aerial view during an inspection.

**Custom Reports**

Photo or detailed reports for your records.

● SECTION 02 — SHOWCASE MEDIA

# The finished project, *as its own story*.

The completed-build hero piece for your website, proposals, and portfolio — no progression required. **Contact us directly for a custom quote.**



**Project Showcase Film** — a cinematic 1–3 minute finished-build piece, built as your hero marketing asset.

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## STYLE REFERENCE



*RAVN's approach to lighting, composition, and finish work. Shown to demonstrate style, not tied to the featured build above.*

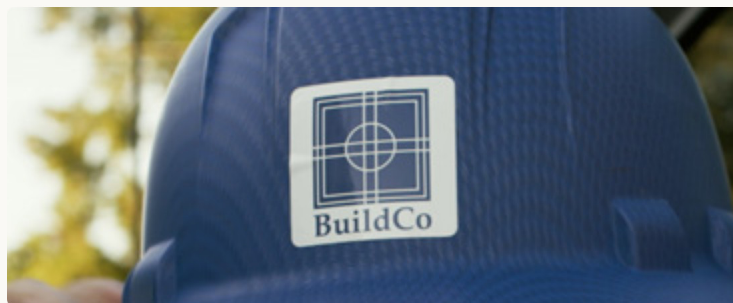
# Media that does more *than market*.

Video built to sell a service, train a team, or introduce the people and clients behind your work. **Contact us directly for a custom quote.**



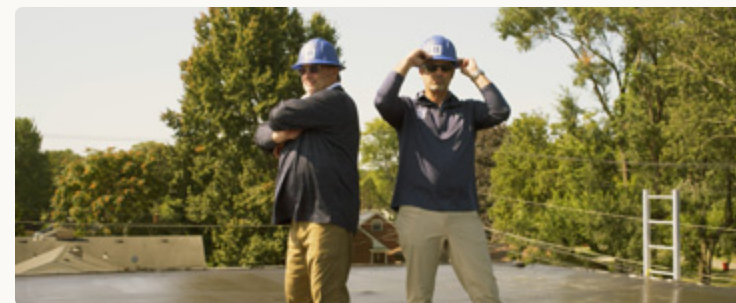
## Sell a service

A short explainer showing how your process works, for prospects evaluating you before they call.



## Train your people

Onboarding, safety, and process video that gets new hires up to speed faster and more consistently.



## Show who you are

A founder or company story, or a client-facing piece introducing the people and projects you've served.

95%  
MESSAGE RETENTION

Viewers retain about 95% of a video message, compared to roughly 10% of a text-only one. Whether it's training a new hire, explaining a service, or introducing your team, video does the job text and photos alone can't — and it only needs to be produced once.

[Watch an example video →](#)

PROJECT SHOWCASE MEDIA

# Turn your last project into your *next contract*.

A documented project keeps working after the crew leaves. It gets shared by clients, seen by prospects, and slotted straight into your next bid.

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