

Classwork for April 20-24 B. Martin

Marketing your film

We have previously studied Genres and the influence they have on the film industry process. We studied the influence to marketing that the big Movie Franchises make. Now let's look at different Marketing techniques for the Film or TV show. It is a very involved process as you will see from the examples on the website below.

Read all of the marketing techniques from the website <https://www.ventureharbour.com/ultimate-guide-marketing-films-tv-shows-online/>

(Number Google Docs 1-5 to answer in Google Classroom) Pick 5 of the marketing techniques used and explain what happens in the technique. Use your own words as much as possible, even if using the same example they used. You may use your own example if you choose, but write the example that goes with the # below:

<ul style="list-style-type: none">#1 Do Something Remarkable – The Publicity Stunt#2 Pre-Roll Video Advertising#3 Be Smart With Press Junkets#4 Let your viewers experience the story#5 IMDB Listings & Advertising#6 Involve your audience in the making of the film	<ul style="list-style-type: none">#7 Go to Town With Your Video Marketing#8 Create a visually compelling & functional sub-site#9 Make your Facebook Page Interactive#10 Using Niche Social Networks – Vine, Instagram, Pinterest#11 Auction props used in the film or TV show#12 Use social competitions & quizzes	<ul style="list-style-type: none">#13 Using Celebrity & Brand Partnership#14 Persona Marketing#15 Using Memes & Other Forms of UGC#16 Using Google Adwords#17 Facebook Advertising
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Example of what to do:

17 Facebook Advertising- I would use a “News Feed Only” page promoted on posts for clicks or conversions setting.