

MARKETING

With bigger budget productions the marketing tasks are divided between the filmmaker, the broadcaster and the distributor. In smaller productions the filmmaker will be responsible for most of the marketing tasks. It is important that these processes begin in pre-production of the film.

Most effective marketing campaigns can be broken down into three basic stages; research, publicity, campaign.

RESEARCH

- Identify the principal audience for the film.
- Identify other films that can be compared to this film.
- Develop strategies for promotion of the film.

PUBLICITY

- Create and distribute press releases.
- Create a press kit that contains good production stills,
- Enter the film in appropriate festivals.
- Create a website using streamed clips from the film.

CAMPAIGN

- Create a 2-3 minute trailer for the film for use in theatres, on television or the internet.
- Create a poster and A4 flyer for the film
- Arrange for promotional screenings to the media.