

FILM TROOPER presents

FILM MARKETING FRIDAYS



Remember ...

- There are no rules ...
 - “Nobody knows anything” ~ William Goldman
 - “Everything around you that you call life was made up by people that were no smarter than you and you can change it, you can influence it, you can build things other people use. Once you learn that, you’ll never be the same again.” ~ Steve Jobs
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Basic Business Principles

- Supply (What is your product or service?)
 - Demand (Who is your customer?)
 - Distribution (How does your customer receive your product?)
 - Marketing (How do you communicate to your customer that your product is of value?)
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Barriers?

- Film Audiences have never been a barrier
 - Film Production is no longer a barrier
 - Film Distribution is no longer a barrier
 - Film Marketing is the last barrier
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Marketing Schmarketing?

- What is Marketing?
 - Just a method of communicating
 - But who are you communicating with?
 - Who is your ideal fan?
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Who is Film Trooper's Avatar?

- Bob is 35 years old
 - Bob is a former film school graduate
 - Bob works as a freelance video producer
 - Bob owns all of his equipment
 - Bob has a wife, two kids, a dog, and a cat
 - Money is dwindling from the number of freelance gigs
 - There is stress in the house over money
 - Bob's body is sore from the labor of production
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Who is Film Trooper's Avatar?

- All Bob wanted to do is make movies
 - Bob has fears that the film industry will implode
 - Middle class wages are hard to earn
 - Bob knows he has talent to make movies
 - Bob wants a better life for his family
 - Bob is a afraid of getting work outside the industry
 - Bob is afraid of giving up on his dream
 - Bob is looking for answers
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Traditional Market Research

- Comparables / Comps
 - What genre?
 - Is it a fair comparison?
 - Do you really know your audience?
 - Do you know your film's themes?
 - How to communicate your themes with your audience?
 - Google Keyword Search
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What to do with Research?

- Answer your audience's pain points
 - Customize your blog posts
 - Customize your social media strategy
 - Customize your videos
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Bottomline ...

- Create Fascination
 - Connect your theme with your audience
 - Films = Dreams
 - Films = Psychology
 - Tap into those dreams, desires, and psychology
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Don't Go Away Empty Handed ...

What equipment did I use to make a feature film for \$500 with no crew?

Go to www.FREEGEARGUIDE.com to get a FREE equipment list of everything I used to make this micro-budgeted film.

When you get your FREE gear guide, you'll be signed up for the Film Trooper newsletter, where you'll get valuable emails to help YOU, the filmmaker become an entrepreneur.

www.freegearguide.com

