

FILM TROOPER presents

FILM MARKETING FRIDAYS



Who is going to market my movie?

INCENTIVE

How do I market to my target audience?

When will the campaign start?

- Producer of Marketing & Development (PMD)
 - 50/50 partnership/ownership
 - Start at the very beginning Pre-Pre-Production
 - Relativity Media launched Madvine
 - <http://variety.com/2014/biz/news/relativity-launches-branded-entertainment-agency-madvine-signs-evian-mondelez-as-clients-1201151723/>
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Is there a long-term marketing plan for my film?

LICENSE CONTROL

What are the expectations?

- Product has to meet requirements
 - Advertising company will fulfill their obligation
 - How much will it cost?
 - 1980, \$12 million
 - 2007, \$36 million
 - 2015, \$40-\$100 million
 - <http://www.hollywoodreporter.com/news/200-million-rising-hollywood-struggles-721818>
 - This is traditional method
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PERMISSION MARKETING

Marketing Must Lead to Sales

- NO NEED
- NO MONEY
- NO HURRY
- NO DESIRE
- NO TRUST

“Every sale has five basic obstacles: no need, no money, no hurry, no desire, no trust.” ~ Zig Ziglar

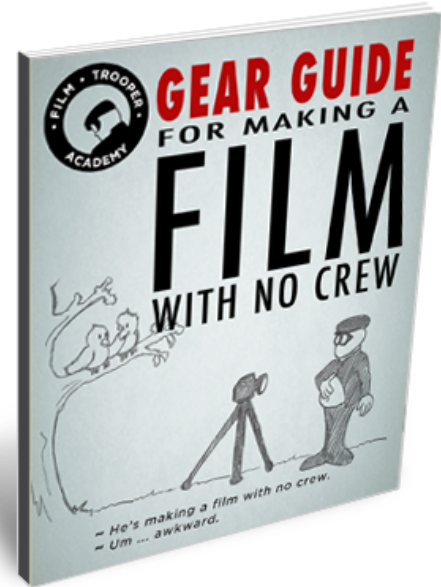
Stuck Trying To Make Your Film?

Get inspired! 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



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