

FILM TROOPER presents

# FILM MARKETING FRIDAYS



# You Finished Your Film, Now What?

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- How do you get people to notice your film?
  - ~~Check me out!~~
  - What else?
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# Film Marketing Examples ...

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- The Door
  - <http://www.thedoormovie.com/>
  - The Giveaway ...
    - <http://www.thedoormovie.com/giveaways/the-ultimate-indie-horror-dvd-giveaway/?lucky=1>
  - iTunes New & Noteworthy
    - <http://itunes.apple.com/ca/movie/the-door/id917996977>
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# Film Marketing Examples ...

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- October 14th, 2014; Releases on iTunes, Vimeo On Demand, VHX, Xbox, Sony
  - October 21st, 2014; Released on Shaw On Demand
  - October 28th, 2014; Released on DVD through Black Fawn Distro
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# Film Marketing Examples ...

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- “Jerry”
  - <http://dreamstreetlimited.com/>
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# Film Marketing Takeaways

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- Simplify your website
  - The contest giveaway
  - Encourage early rating and reviews prior to releasing on iTunes
  - Offer bundled package options
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# Are You Stuck Trying to Make Your Film Project?

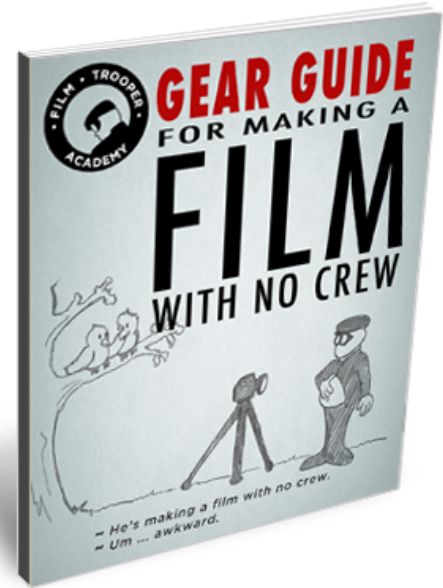
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See what equipment was used to make a feature film for \$500 with no crew?

Go to [www.FREEGEARGUIDE.com](http://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](http://www.freegearguide.com)



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