

FILM TROOPER presents

# FILM MARKETING FRIDAYS





<http://filmtrooper.com/itunes>



<http://filmtrooper.com/youtube>

- Maybe if I make something great, I'll be discovered.
- I hate thinking about marketing, I just want to make movies.
- I'm special.
- My movie is better than that guy's, why am I not famous?



# F\*CK MARKETING

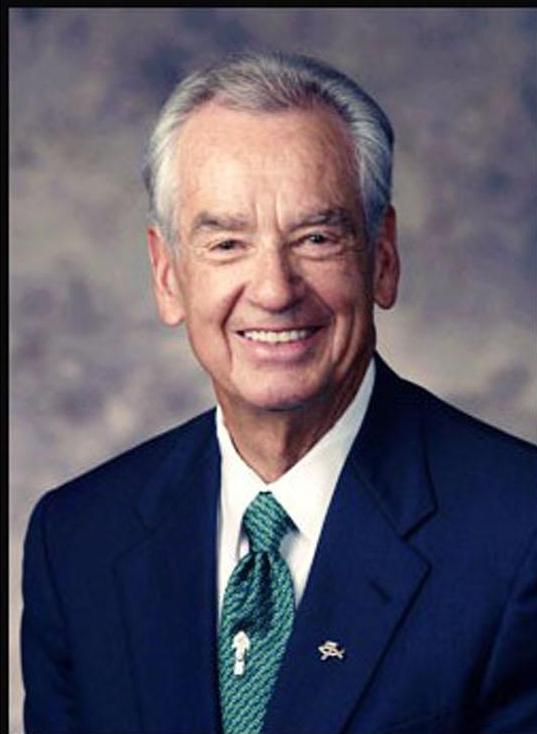
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FRIDAYS



**Are there any positive promotional aspects  
to an unknown star?**

**Is there some way to spin that as a plus?**



Every sale has five basic obstacles: no need, no money, no hurry, no desire, no trust.

(Zig Ziglar)

[izquotes.com](http://izquotes.com)

**TRUST**



# vampire mob

<http://www.vampiremob.com/>

**VANITY METRICS  
VS.  
ENGAGEMENT METRICS**



With most über indie films only  
earning about \$1,000 online ...

What is the fastest turnaround for the solo filmmaker  
to earn a \$50,000 budget back?



**\$4.00**



**\$4.00**



# **\$25K Budget**

- **$\$25,000 \div \$4.00 = 6,250$  Transactions**
- **1%-3% Average Inbound Marketing Rate**
- **625,000 - 1,875,000 Trailer Views**



**\$1,000 - \$2,500**

- **10,000 - 25,000 Trailer Views**
- **1%-3% Average Inbound Marketing Rate**
- **300- 750 Transactions**
- **$(300-750) \times \$4.00 = \$1,200-\$3,000$**

**SOLUTION?**

# HYBRID DISTRIBUTION

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- Theatrical Events
  - \* Cable VOD
  - \* TV Deals
  - \* Foreign Distribution
  - Electronic Sell Through (EST)
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# SOLUTION?

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- Extreme Micro Budgets
  - High Volume of Impressions
  - Or ...
-



**\$4.00**



**\$4.00**



**\$4.00**



**\$100**

**HOW DO I MAKE MY \$50,000 BACK?**

**YOUR FILM IS AN ADVERTISEMENT**

- **10,000 - 25,000 Trailer Views**
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- **$(300-750) \times \$4.00 = \$1,200-\$3,000$**

- **10,000 - 25,000 Trailer Views**
- **1%-3% Average Inbound Marketing Rate**
- **300- 750 Transactions**
- **(300-750) X \$100 = \$30,000-\$75,000**

**YOUR FILM IS AN ADVERTISEMENT**



The Film

**\$10**

**BUY**



Modules

**\$97**

**BUY**



One-On-One

**\$997**

**BUY**

# FILMMAKER'S CURSE

# F\*CK MARKETING

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WHO DO YOU  
WANT TO  
SERVE?



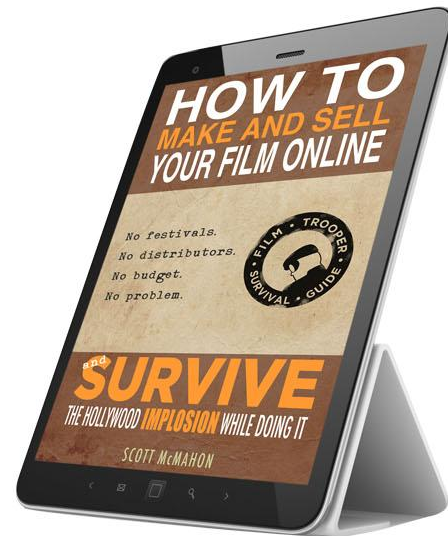
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- **1%-3% Average Inbound Marketing Rate**
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HOW TO MAKE AND SELL YOUR FILM ONLINE

and **SURVIVE**  
THE HOLLYWOOD **IMPLOSION** WHILE DOING IT

[www.SURVIVETHEIMPLOSION.com](http://www.SURVIVETHEIMPLOSION.com)



**Buy Now**  
**amazon**

**[www.SURVIVE THE IMPLOSION.com](http://www.SURVIVE THE IMPLOSION.com)**

**DON'T** GO AWAY EMPTY HANDED ...

# Do You Need VOD Sales Projections?

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## SIGN UP & GET!

- Weekly VOD & Digital Download Reports sent directly to your email inbox.
- Analysis of VOD & Digital Downloads numbers.
- Analysis and case study on the 1% Rule.
- Weekly film marketing analysis from FILM TROOPER.



[www.FREEVODREPORTS.com](http://www.FREEVODREPORTS.com)

<http://freevodreports.com>

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