

FILM TROOPER presents

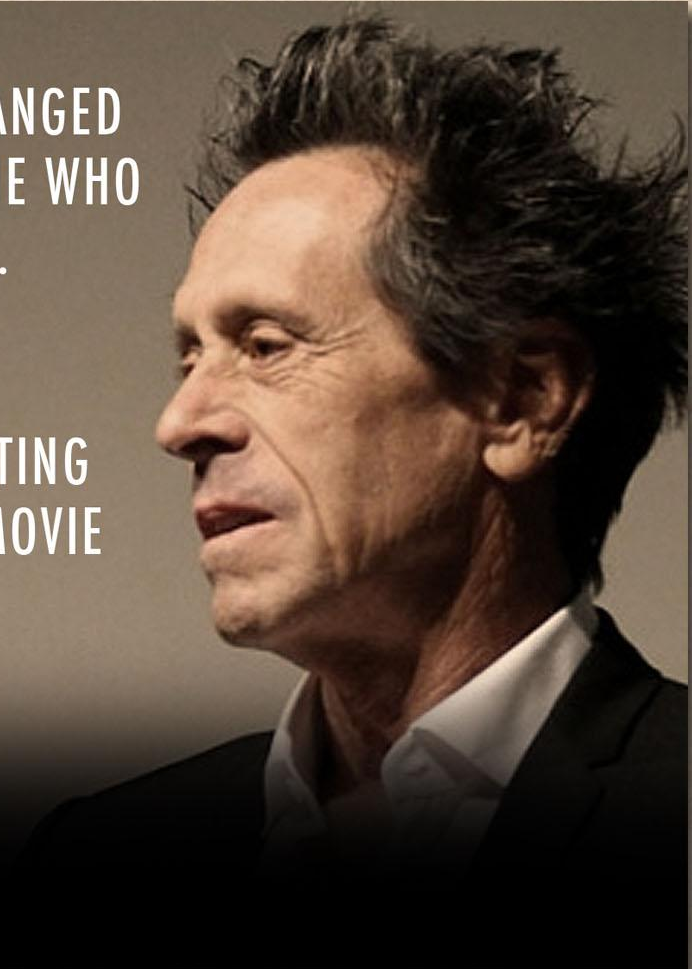
FILM MARKETING FRIDAYS



THE FILM BUSINESS HAS CHANGED
DRAMATICALLY FOR SOMEONE WHO
MAKES MOVIES LIKE MYSELF.

IT'S NOT SET FOR ANYBODY.
INTERNATIONAL AND MARKETING
HAVE VERY BIG VOTES IF A MOVIE
GETS MADE OR NOT.

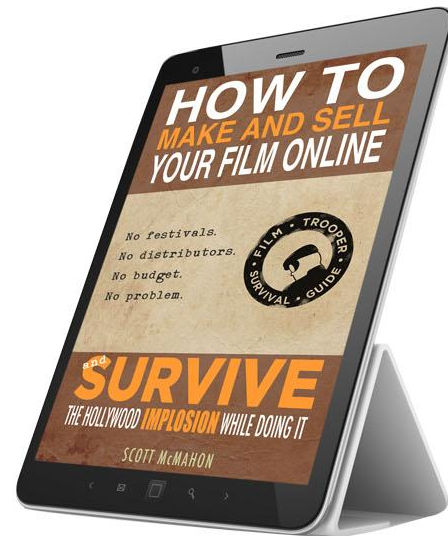
~ *Brian Grazer*



HOW TO MAKE AND SELL YOUR FILM ONLINE

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

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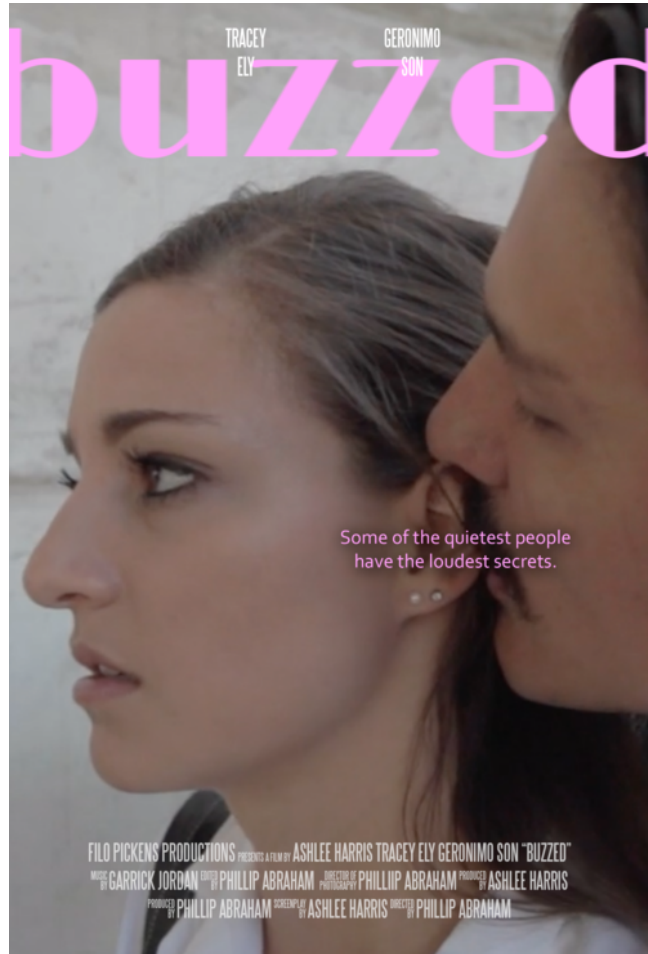
FACEBOOK MARKETING FILMMAKERS

FOR

FILM TROOPER presents

FILM MARKETING FRIDAYS





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

**How often do we send out posts on Facebook
and email our list about our short film?**

How do I grow my email list for my film?

What's the best way to approach bloggers?

**How do you convince them that
you have something worth sharing?**

Do I promote my overall filmmaking brand?

Or do I promote each individual film separately?

Is there even a market for short films?

**How do I use my experience with my shorts
and festival run to attract investors for my feature?**

THEME

Script Lab's "Top 10 Themes"

1. Good vs. Evil
 2. Love Conquers All
 3. Triumph Over Adversity
 4. Individual vs. Society
 5. The Battle
 6. Death as Part of Life
 7. Revenge
 8. Loss of Innocence
 9. Man vs. Himself
 10. Man vs. Nature
-

MARKETING MESSAGE

YOUR FILM IS AN ADVERTISEMENT



The Film

\$10

BUY



Modules

\$97

BUY



One-On-One

\$997

BUY

Do I promote my overall filmmaking brand?

Or do I promote each individual film separately?

WHAT IS YOUR THEME?

ELIXIR

Is there even a market for short films?

YOUR FILM IS AN ADVERTISEMENT

What's the best way to approach bloggers?

**How do you convince them that
you have something worth sharing?**

MAKE NEWS

**How do I use my experience with my shorts
and festival run to attract investors for my feature?**

GET ONE "YES!"

**How often do we send out posts on Facebook
and email our list about our short film?**

How do I grow my email list for my film?

7-Step Facebook Marketing Plan*

1. Lead Magnet
2. Lead Capture Page / Landing Page
3. “Gotta Have It” Facebook Ad / Post
4. Send Your Facebook Ad to the “Perfect Customer”
5. Only “Pay” for “True” Leads
6. Measure if “Lead System” is Working
7. Create Sales Funnel System

Amy Porterfield* <http://www.amyporterfield.com/2014/04/profitable-facebook-marketing-plan/>



Amy Porterfield

March 14 at 11:05am · 🌐

Join me and I'll share with you my favorite 7 Surefire Strategies to Quickly Get More Facebook Fans. We'll be covering:

1. A simple, step-by-step system for getting more fans (that WORKS!)
2. The BIGGEST mistake to avoid when growing your fan base.
3. Little-known, easy strategies to use on your website and blog as a "Facebook Fan Magnet."
4. The ONE Facebook ad you need to know how to boost your fan base quickly (while on a tight budget!)



Free Training: 7 Surefire Strategies to Quickly Get More Facebook Fans

Join Facebook marketing expert Amy Porterfield for her free training and learn how to get more fans FAST!

FBENGAGEMENT.COM

Like · Comment · Share



Write a comment...



👍 Boost Post ▼



Film Trooper

July 27 at 9:19am · 🌐

[FREE Webinar] "10 Things Filmmakers Get Wrong When Selling Their Film Online and How To Fix Them"

Claim your spot >> <http://filmtrooper.com/webinar>

Option #1

When: 1pm PST / 3pm CST / 4pm EST

Date: Tuesday, July 28th

Option #2

When: 4pm PST / 6pm CST / 7pm EST

Date: Tuesday, July 28th



681 people reached

Boost Post



👍 Like

💬 Comment

➦ Share

HOW TO CREATE FACEBOOK ADS



Creating a Facebook
Dark Post -
Quick and Easy

<http://youtu.be/FzokQEolfJg?list=PLoV4dWtSAi6bOYrVhS5hw2BnT9mMvu2yD>

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