

FILM TROOPER presents

FILM MARKETING FRIDAYS



What is the goal?

- Earn 1,000 True Fans
 - Provide value to your fans
 - Your audience is your business (Jason Brubaker)
 - Not about you ... it's about your fans
 - You are a servant to your fans
 - How do you earn your fans?
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What is Marketing?

- Advertising = Being interrupted
 - Social Media = Asking permission
 - Marketing = Methods of communication
 - What was Facebook?
 - The ultimate party
 - Marketing = Ultimate party
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What Parties to Attend?

- Stop hanging out at other filmmaking parties
 - Ever been to a Hollywood party?
 - Unless your film provides “How To” value
 - What does your ideal fan look like?
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Let's Build the Ultimate Fan!

- Who do you think will want your film?
 - How old are they?
 - Are they men, women, children?
 - What country do they come from?
 - What city do they live in?
 - How much do they make?
 - What is their socioeconomic background?
 - What movies, music, videogames, and books do they like?
 - Who are their friends?
 - What are their values?
 - What do they like to spend their money on?
 - What does their daily routine look like?
 - What do they never leave the house without bringing with them?
 - What keeps them up at night?
 - What do they aspire to become?
 - Now, how does your film serve this fan?
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Remember ...

“I don’t know the secret to success, but the key to failure is trying to please everybody”

~ Bill Cosby

Now What Parties Do You Attend?

- Freakonomics = Incentives
 - Facebook is still king, but gotta pay to play
 - Twitter is now public
 - Google has other revenue streams, G+
 - 20% work = 80% results
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How Do You Balance Work, Life, Passion?

- Cash flow is “real”
 - No shame in supporting your family
 - Simplify
 - Give yourself a break
 - Don't compare yourself to other's success
 - F-O-C-U-S
 - Follow-One-Course-Until-Success
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Am I a Spammer?

- 20% = Content Creation
 - 80% = Promotion
 - Quality over quantity
 - Make it EPIC
 - Solve a problem
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How to Build Relationships?

- Guest blogging = small bump in traffic
 - Valuable content still rules
 - Imagine you're at a party
 - Don't be lame
 - Create spreadsheet of 200-500 influencers
 - Comment on their work
 - Help them solve a problem
 - Apply what they teach
 - Share your results with them ... Did it work?
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The Bottomline ...

- Does your film provide value?
 - Value = It doesn't suck
 - Value = Transformation
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