

Complete Independent Movie Marketing Handbook Promote Distribute And Sell Your Film Or Video

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The Complete Independent Movie Marketing Handbook: Promote ...

Carefully, attentively, w o r d b y w o r d, read the title of Mark Bosco's "The Complete Independent Movie Marketing Handbook- Promote, Distribute, and Sell Your Film or Video". It says it all. Trust me: trust it.

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"Marketing to Moviegoers" is the essential guide to film marketing. Although there are many resources available about how to make a film, there are few about how to get your film seen once it's made and none that reveal the closely-guarded marketing secrets of the major motion picture studios.

This book gives street-level instruction and real-world examples on how to promote, distribute, and sell a production.

Book on film marketing

"Marketing to Moviegoers" is the essential guide to film marketing. Although there are many resources available about how to make a film, there are few about how to get your film seen once it's made and none that reveal the closely-guarded marketing secrets of the major motion picture studios. The author goes right to the source and provides data, quotes, and insights from high profile industry professionals and information on market research that the major studios don't want the moviegoing public to know. This book will be indispensable for film marketing executives, consumer product marketers, students, and people new to the filmmaking field. It provides practical data, such as templates for advertising campaigns of different sizes, solutions, and an insight into the complicated movie marketing process. Armed with the strategies that Hollywood professionals would prefer not to share, film professionals and marketing professionals alike will have a leg up in this complicated business.

Original publication and copyright date: 1982.

Provides information on how to make and distribute independent productions, and gives examples of different styles, budgets, and financial arrangements used

Every year thousands of filmmakers like you unleash their newly completed movies upon the film festival circuit. Whether you're a first-timer with a comedy short or a seasoned veteran with a documentary feature, you all face the same set of problems. You all ask the same questions. You all want the pleasure of seeing your film play before a festival audience and gain the recognition it deserves. This is your book. Film Festival secrets will help you select the right festivals for your film, prepare your festival screener, save money on festival fees, create marketing collateral, and craft a screening sell out plan. And that's just the beginning.

Create an irresistible brand image and build an audience of loyal and engaged fans... Guerrilla Film Marketing takes readers through each step of the film branding, marketing and promotional process. Tailored specifically to low-budget independent films and filmmakers, Guerrilla Film Marketing offers practical and immediately implementable advice for marketing considerations across every stage of the film production process. Written by leading film industry professional Robert G. Barnwell, Guerrilla Film Marketing teaches readers how to: Master the fundamentals of guerrilla branding, marketing and promotion; Create an integrated marketing plan and calendar based on realistic budgets and expectations; Develop internet and social media marketing campaigns, including engaging studio and film websites and powerful, marketing-centric IMDb listings; Assemble behind-the-scenes pictures, videos and documentaries; Produce marketing materials such as key art, posters, film teasers, trailers and electronic press kits (aka "EPKs"); and Maximize the marketing impact of events such as test screenings, premiers, film festivals and industry award ceremonies. Guerrilla Film Marketing is filled with dozens of step-by-step instructions, checklists, tools, a glossary, templates and other resources. A downloadable eResource also includes a sample marketing plan and audit, a test screening questionnaire, and more.

A collection of some of the independent film genre's most provocative posters includes such examples as Eraserhead and Lost in Translation, in a volume that profiles more than 100 internationally recognized directors and traces the cultural significance of independent films. Original. 15,000 first printing.

Innovation in technology means that almost anyone can make an independent film these days. Although this may be good news for aspiring filmmakers, it also means that the oversupply of independent films on the market has caused acquisition prices to dramatically decrease. As a result, producers and investors rarely recover their initial investment in the films they make. But don't be discouraged! Use this book to learn the realities of the market in advance and map out a winning distribution plan. This comprehensive manual for filmmakers and producers dedicated to film distribution and the marketplace could mean the difference between getting your film out to the public and keeping it "in the can." Learn how to sell your movie to a studio, a cable network, a video distributor, or international buyers. Self-distribution and other alternatives to traditional distribution are also considered. As well, you'll hear some success stories from producers and hear directly from buyers what they are seeking. Stacey Parks has worked with dozens of hungry filmmakers to get their films a distribution deal and knows how frustrating the whole process can be. Let her tell you how you can take control of your filmmaking career and start getting your work seen by audiences with a few little-known distribution secrets. Features include: * Interviews and case studies with producers and distributors * Ten Ways to Market Your Film for Self-Distribution * Sales Projections per Territory * Distribution Resource Listings * Negotiation tips for distribution agreements * Sample distribution agreements

This is the single best work on financing independent films. Mr. Lee presents an overall structure clearly and efficiently. This is not a "war stories" book. The landscape of the film business is changing rapidly and this is one of the only producing books about real producing. Mr. Lee and Ms. Gillen address one of the most difficult aspects of producing - financing---in a direct way that lays out the tasks and challenges an independent producer needs to know; they do not sugar-coat the business - it's all business; they explain the intricacies of financing while making it understandable. There is more to financing a film than developing a business plan and this book shows why. While there are a few, very few, books that are no-nonsense for producers, this is the only producing book that addresses financing with practical, in-depth information geared toward working producers that is efficiently written and presented. You can count on me to continue to use it.---Don Smith, Associate Chair & Associate Professor, Film & Video Department, Columbia College This is a timely book, detailing a proven method for success and providing relevant data for both investors and filmmakers, especially now that the Commodity Futures Trading Commission recently approved trading of film box office performance futures by Cantor Exchange and media derivatives by Trend Exchange.---Jillian Alexander, MBA, CM&AA, CHRC, Managing Director, Corporate Development & Strategy, Conduit Consulting LLC, Former VP-Corporate Development, SONY Pictures Entertainment and member SONY US Ventures team Converging digital media and powerful new monetization models are growing entertainment amidst an overall slipping global economy. In show business, everyone is in love with the show, but it's the business of

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making significant money that turns on the big boys and girls inside the tent. Learn what they already know by reading this new edition.---Steve Ecclesine, Independent Producer (12 motion pictures and more than 700 Television episodes) It is so sharply focused and so easy to digest, I am going to make it the official textbook for my online course in independent film marketing and sales across all platforms. Regarding internet marketing strategies, Chapter 4 clearly states insights we have all heard about but are often 100 overwhelmed to focus in on. While clearly stating such marketing is not easily done and requires a full-time person, the writers Lee and Gillen make it seem easy enough to use the "most effective social network sites...that specialize in unique communities. There are thousands of these. As of January, 2010, there were 37 global social network sites with 10 million or more members each, plus the following five global social network sites with 100 million or more members". There are also really useful case studies on District 9 and Paranormal Activity. Finally, Chapter 6 makes financing into an almost scientific activity, with clearly written and easily understood descriptions of various financial models which previously seemed veiled in obscure terms.---Sydney Levine, SydneysBuzz on IndieWIRE and IMDb, Online Instructor: UCLA Extension If you've ever wondered how most films can "lose" money while the studios remain in business, you'll find the answers here. This is a comprehensive and revealing examination of how distribution works and how the money flows.---Robert Goodman, Videography

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