

Welcome to the most important module other than all the other modules you've just gone through. Marketing is a big question mark for most indie filmmakers. It's up there with financing. It's also the most neglected until the end, which is a big no no. In fact, if you've purchased my FINANCING module, you'll know that I highly recommend including a marketing plan in your business plan when seeking investments. That's how important marketing is. Other businesses and industries do this, why shouldn't we?

There are tons of misconceptions, antiquated practices, and straight up excuses when it comes to marketing a film. So, first thing I want to do is make sure we are all on the same page.

The **FIRST** step in film marketing is understanding what marketing *means*. Marketing is not just a series of social media posts / campaigns and some good online reviews. It sure as hell isn't finding ways to boost your IMDB score (which is what every distributor will tell you). Marketing is everything it takes to make a sale. Elements of marketing can be, but not limited to:

- Promotion through physical and digital advertising
- PR through press reviews
- Screenings, such as at festivals
- Search engine optimization (SEO) to build traffic to your website
- Email newsletters

<https://www.ventureharbour.com/ultimate-guide-marketing-films-tv-shows-online/>

Oftentimes only PR and promotion are considered when filmmakers think about the marketing of their film. This is the case because most filmmakers do not think about the marketing of their film until they've signed with a distributor whose only plan for marketing is to hire a third party PR company to get some reviews set up and they rely on YOU as the filmmaker to do the rest of the heavy lifting. If you think that scenario only applies to smaller distributors...think again. I cannot tell you how many times I've seen filmmakers sign a worldwide theatrical release with a distributor that