

Social Marketing for Movies

A Practical Guide



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for MovieSet.com

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Participatory Marketing

Social Media

With the rise of social networks come new ways to raise interest and build audience for movies. This guide offers practical tips for film productions to interact with fans and engage them into the production story to ultimately promote the project.

Starting with a MovieSet "Sitelet" along with web tools like YouTube, Twitter, Facebook, emerging filmmakers and established studios alike can launch beneficial promotional campaigns throughout all production phases.

Keys

The key to success of any social media-centric promotional campaign is authentic participation from passionate people. Building a relationship with your audience requires more openness about releasing video/stills than traditionally seen in the movie business. However, by providing compelling "behind the scenes" content, you'll build conversations well in advance of release and capture elusive buzz for festivals and opening weekends.

Before rushing into any campaign, it's best to have a long term plan and a basic understanding of best practices so you achieve maximum benefit for your efforts. This guide will answer the questions needed to get started and avoid pitfalls, plus introduce advanced marketing tactics services for producers with online skills and/or who seek experienced assistance.

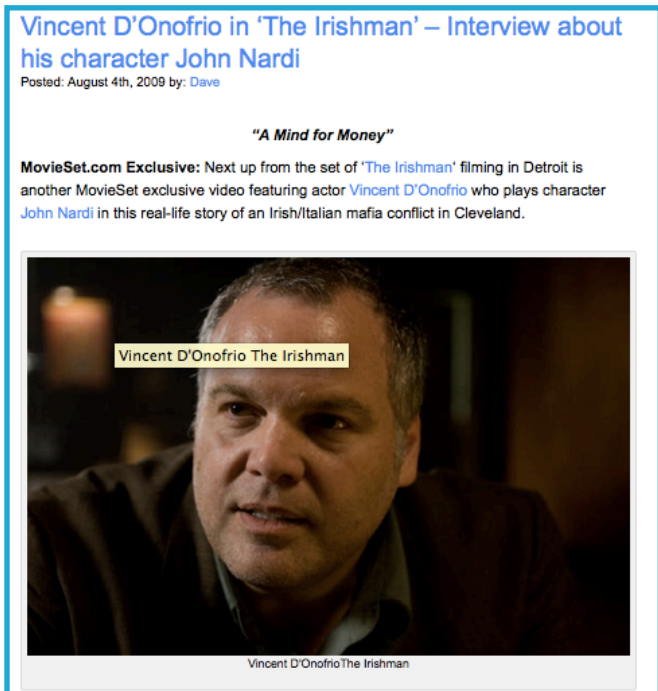
Benefits

By creating, publishing and promoting during production, you'll build a cadre of evangelists for your movie. By feeling emotionally involved in the project, fans will be eager to spread the content they like to their networks. This is especially powerful when the fan is an influencer with a movie-centric blog, writes social film reviews, or boasts a throng of "followers."

As your content is shared, people will begin to react and express in all sorts of methods from comments to re-Tweets - all these actions build the greater conversation about your project.

Through these interactions, you will identify potential audience segments and niche markets, and, when most successful, you'll see the growth of "fan culture" around your film.

Another key benefit is improved search engine



Social Marketing for Movies

results. Search engines like Google and Yahoo! are a powerful tools for introducing people to your content, but it can be very difficult to rise to the top of search engine results - even for your own movie title.

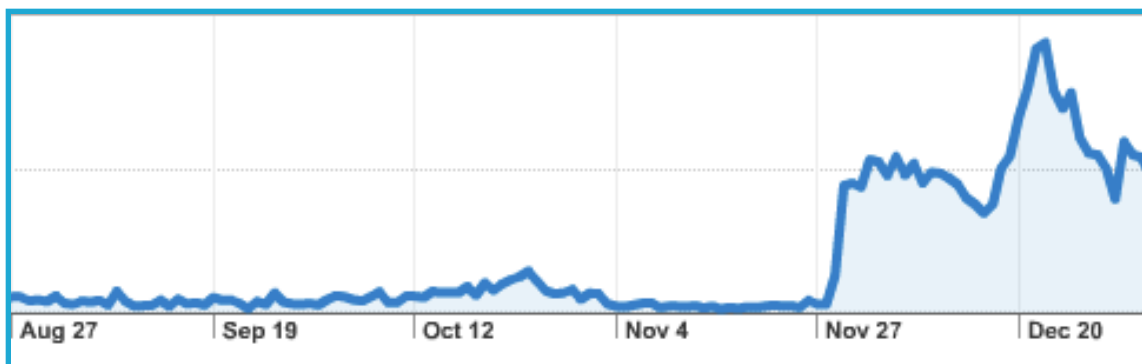
Best results are achieved by: a) frequently publishing popular content; b) building quality inbound links; and, c) using relevant vocabulary arranged semantically on the web page. All these factors are addressed in this guide.

Results

When your movie is ready for entry to festivals, seeking distributors, or theater/home release, you will reap the rewards of your diligent campaign.

If you've effectuated your plan perfectly, the core fans will be there on opening weekend with their pals in tow. Additionally, Festivals will get a broader sense of your entry by exploring the "making of" documentary content online.

Plus, movie-goers choosing which film to see at a festival can easily find b-roll, trailers, interviews and other content usually reserved for the end-of-life DVD special features. And no doubt distributors seek filmmaker partners who are eager to achieve box office success by building advance buzz for release.



Example: MovieSet was on-set of *American Pie Presents: Book of Love* (yes, part 7 in the franchise). early in the year. The coverage percolated until release drew near when the preparation paid off with huge numbers.

More than Numbers

Social media marketing isn't meant to replace your other marketing/advertising channels. This is an additional tactic with very specific audience and measurable results (unlike radio/TV/transit ads/newspaper), and an audience which is growing (also unlike "trad" media).

The end result of a successful social media-centric promotional campaign is a larger, more passionate fan base, increased chance of sales success, and a trove of documentary content about your project - all of which help make your next movie.

Preparing Content

Strategy

Publish early

The sooner you begin gathering and publishing content about your film, the more success your promotional campaign will achieve.

Tip: Consider “counting down” the days through production on your sitelet to provide a sense of real-time urgency by setting your production calendar in the MovieSet Production Tools.

Publish often

During production, aim to produce a steady flow of video, photo and article content to keep the audience engaged in your story and enthused to share with friends.

Here’s an example of a consistent but manageable content flow beginning in pre-production:

- 3x videos per week - 2:00~5:00 minutes each edited
- 5+ stills per week - with caption identifying cast, characters and describing action
- 2X feature blog article per week - can wrap up week's activity and reference content
- 20X anecdotal updates per week via Twitter/FaceBook etc.

Ideas

Imagine what fans of your movie and cast care about, and/or ask them what they’d like to see. Plus show some of the filmmaking craft to enthusiasts with blog post and video shorts.

- Be a fly on the wall at pre-production meetings
- Tag along to photograph location scouting trips or casting calls
- Video blogs from shopping with props department and/or set decoration crew
- Interviews with cinematographers, lighting, and AD about visual look
- Interviews with cast members including a mix of veteran actors and up-and-comers
- Featurettes with writer &/or director about story telling techniques, influences, inspirations
- Breakdown of setting up cameras, blocking, run through, rehearsal, of a scene
- Interviews with producers, editors, actors discussing what happens after wrap

Content Types

Before exploring how to optimize for search and launch a promotional campaign, let’s next look at the four key types of assets you’ll prepare for sharing with your audience: **Videos, Stills, Blog articles** and **News**.

Video

Both casual, unedited video blogs and polished featurettes are highly desired by movie fans and are great for archival documentation and special features. For best results, find unusual stories and unlikely characters which will spark imaginations and encourage fans to share with their networks rather than just talking heads or non-contextual b-roll.

Tip: Set up a space on set where cast/crew can sit down for a comfortable 5 minute conversation when they have time between shots - this will help capture compelling content without hindering production plus give s consistent look to the your collection.



Note: Video title should include actor's name and movie title plus add a description with other actors and characters - powerful for search engines and easy to do via MovieSet Production Tools.

Of course, creating video clips for social promotion is rather different than shooting for the movie you are making. To create the clips with the best chance of getting passed around, here are a few tips:

- **Review the shooting schedule** - find days with action scenes, stunts, chases or climatic incidents rather than dialogue-heavy days
- **Choose a theme** - center your stories around a unified topic for a sense of forward progress through the production phases (see appendices for examples)
- **Involve the crew** - find the characters behind the lights who have insight to share - some crew love sharing tips of the trade
- **Fill the frame** - online video is more engaging with a tight shots and well recorded sound
- **Keep it rolling** - lots of the behind the scenes content which fans find interesting is "regular routine life" for film crews

Stills

Fans love photos from movies. Standard promotional stills are good but candid behind-the-scenes shots of cast and crew at work and conceptual art are fantastic. We don't mean paparazzi shots, but rather shots which reveal the atmosphere and day-to-day life on set.

Don't just rely on your EPK stills photographer. If possible, dig deep and see what photos the props, locations or sound teams are gathering (without revealing *too* much).

Example: The director of the recent *Twilight* movie, posted snapshots from location trips, recording studios and life on set to the delight of fans.

<http://twitter.com/Twilight/status/4816349117>

“At sound mixing stage... introducing the werewolves. Trying to get the perfect bass rumble. “



Tip: Be sure to label images with a specific title and a detailed description including actors, character and movie name - this is handy for fans people and great for search engines (more on this later).

CHRISTOPH WALTZ as Col. Hans Landa



CHRISTOPH WALTZ as Col. Hans Landa in Quentin Tarantino's *INGLOURIOUS BASTERDS*, an Alliance Films' release.

Tip: Get extra attention by cross-posting your photos in photo community Flickr.com. Be sure to add tags and a link to your Sitelet in the picture's description.

Blog Articles

Think of the blog as a mixed-media production journal or scrapbook. Blog articles use text narrative to provide story context to stills and videos and are also the main attractor of search traffic.

Well written blog posts are great for building culture around your film, and by using specific vocabulary, you will rise up the search engine rankings for fan's seeking content like yours.

You don't have to feel like you are writing the next great novel each time, rather think if your blog as notes to your fans - current and future. Once you've published your anecdotes and musings for a few weeks, you'll may be surprised at the reaction and reflection.

"Beatdown" Day 2

Published on December 8, 2009

December 8, 2009

Austin--Another cold, muggy start on this early morning shoot, but the cast and crew have been hard at work.

Mike Gunther is directing "Beatdown" with the confidence of a seasoned filmmaker and has a hands-on approach in dealing with every aspect of the production. From costume to lighting, he knows exactly what he wants, yet he is always open to suggestions from anyone on how to make this film the best it can be.

Our cinematographer, Joe Passarelli, is taking full advantage of the Red cameras. By tweaking the color temperatures and changing the frame rate, he is able to create a distinct mood that really enhances the fight sequences.

The sun came out for our fight scene with Rudy Youngblood, who looks like he has been training for this for years. Who knows, maybe we'll see him jump into the octagon after this film.

Tips:

- **Break it up** - Use block quotes for long quotations and subheadings to organize long stories
- **Specific headlines** - Write descriptive titles including people's name - a spicy adjective helps too

'The Irishman' – On-set interviews with Walken, D'Onofrio, Kilmer and Stevenson











Posted: September 12th, 2009 by: Dave

TIFF kicks off tomorrow and we're excited to see that some films we've followed through production are screening at this notable film fest in Toronto. You can check out some great coverage resources in the [Toronto International Film Fest – The MovieSet Dossier](#) and [TIFF'ers on the Scene in Toronto ~ Film Previews and Fest Tips](#).

- **Tags, you're it** - Include names of actors, including misspelling, plus film jargon like actor, director, genre, theme, adjectives, related projects - but only applicable terms, don't fabricate.

Tags:

affair, andi mcdowel, andie mcdowell, andie mcdowel, crazy, dark comedy, daydream nation, daydream nation movie, daydreamnation, Defendor, heartbreaking, hicks, High School, house bunny, josh lucas, joshlucas, kat dennings, kat dennings 40 year old virgin, kat dennings and, kat dennings blog, kat dennings daydream nation, kat dennings defendor, kat dennings filmography, kat dennings imdb, kat dennings movies, kat dennings nick and noras, kat dennings photos, kat dennings pictures, kat dennings thor, kat dennings twitter, kat dennings video, kat dennings youtube, katdennings, m goldbach, murder, nick and noras, officialkat, reece thompson, reecethompson, romance, romant, serial killer, stoner, student, surreal, teacher, wild

1.	 /tag/farrah-facett/home	200
2.	 /tag/farrah-faucett/home	199
3.	 /tag/farrah-fawsett/home	156
4.	 /2009/06/25/farrah-fawcett-dies-of-cancer-at-ag	141
5.	 /tag/farrah-fawcett-wikipedia/home	63
6.	 /tag/farrah-fawcett-die/home	52
7.	 /tag/farrah-fawcett-pictures/home	46
8.	 /tag/farrah-fawcett-posters/home	44
9.	 /tag/farrah-fawcett-pics/home	42
10.	 /tag/farrah-fawcett-poster/home	41

Each tag creates another funnel of traffic as shown in the example - each variation of Farrah Fawcett's name brought visitors to the related post.

News and Links

Different from blog posts, the “News” section is designed to share summaries from articles about your project from outside media sources.

Using MovieSet, you can add an excerpt from the article and easily link directly back to the original source.

By adding news items, you'll assemble a dossier of info about your film for archival and promotional purposes - plus doing so provides more relevant content for search engines to index.

Dennings caught in 'Daydream'

Published on: January 08, 2010

VARIETY: Actress will star opposite Josh Lucas

By DAVE MCNARY

Kat Dennings has been cast in the independent romancer "Daydream Nation" opposite Josh Lucas.

"Daydream," directed by Michael Golbach from his own script, begins shooting in Vancouver on Saturday. Project's produced by Lila 9th, Screen Siren and The Film Farm.

Story centers on a disaffected high school senior who finds herself deposited along with her widowed father in a desolate Canadian hamlet where boredom leads her into an affair with a teacher and into a more promising romance with a druggie teen.

Dennings was recently cast in "Thor." Her credits include "Nick and Norah's Infinite Playlist" and "The House Bunny."

She's repped by Management 360 and CAA.

[Read Original Story - External Link »](#)

Tip: Set up a Google Alert to inform you every time specific keywords (i.e. your movie name, key cast/crew names, genre or festivals of note) are mentioned anywhere on the web.

Townsend & Stevenson Join Cast of 'Thor'

Published on: November 19, 2009

By Shannon Nystedt
[MovieSet.com](#)

Two more actors have been added to the already star studded cast of Marvel Studio's latest comic adapted film, *Thor*.



Irish actors Stuart Townsend (*Battle in Seattle*) and Ray Stevenson (*Punisher: War Zone*) play two of the warriors three, Asgardian warriors that fight alongside Thor.

Directed by Kenneth Branagh, *Thor* also stars Chris Hemsworth, Natalie Portman, Anthony Hopkins, Tom Hiddleston, Jaimie Alexander, Colm Feore and Stellan Skarsgard.

Thor begins filming in early January 2010, and you can expect to see it in theaters mid 2011.

[Read the full article here.](#)

[Read Original Story - External Link »](#)



Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Email length:


Deliver to:

Tip: Include photos in your news item to encourage engagement and provide some color - just ensure you have the rights to use.

Links

Links are like a vote of approval of another site and help establish “authority” on a particular topic. Point fans to other resources about your movie like IMDB, Wikipedia, studio site, production company site, distributors site, cast's personal blogs... it's up to you.

Tip: Acknowledge bloggers who promote your movie with a link back from links page, or in a blog post - builds enthusiasm to evangelize.



City Island

[Summary](#) [Cast & Crew](#) [Blog](#) [Videos](#) [Stills](#) [News](#) [Related Links](#)

[Official Site](#)
[Westend Films](#)
[Raymond De Felitta's blog](#)
[City Island Facebook page](#)

Search Optimizing

The different types of content you can publish on your MovieSet sitelet can create a rich, mixed media experience for your audience. But once your stills, videos and blog articles are created and uploaded, it's wise to describe your content carefully for maximum "findability."

Search Engine Optimization

There is a powerful difference between simply posting content and optimizing content for search engines. To consistently appear on the 1st page, it's key to understand a bit about how web search works. {Think of your own search habits ... How often do you click results on page 2 of search results?}

Google juice

When speaking about web search engines these days, we are mostly talking about the biggest player, Google.

Google use a secret algorithm called PageRank to choose the content with the most *authority* to appear at the top of the SERP (Search Engine Results Page). The higher your PR #, the stronger your site's authority - but this is only part of the equation.

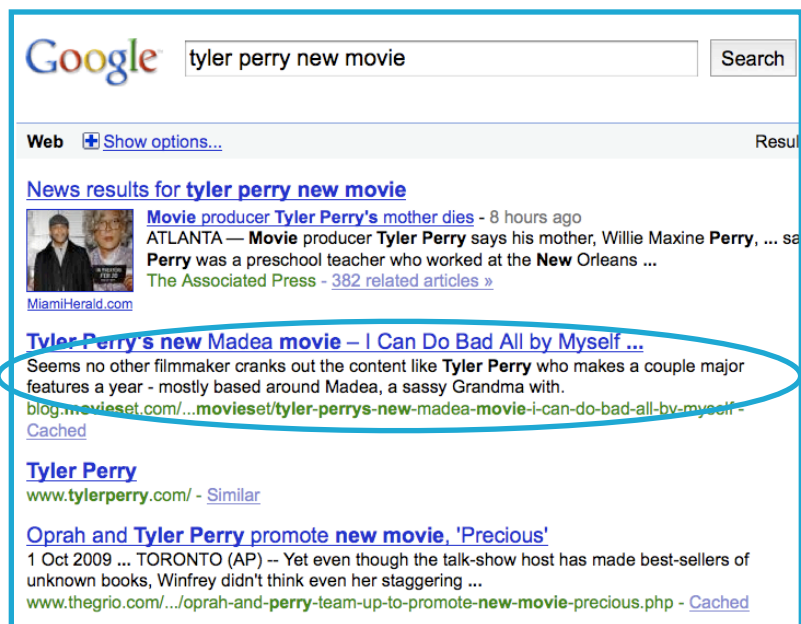
Tip: Check the Google PR of any site at: <http://www.prchecker.info/>

While the exact details of the Google secret sauce aren't exactly known, we do know they are always tinkering, adjusting and changing the formula as people game the system and "made for ads" pages drift to the top by manipulating the system.

SEO Recipe

Studying the nuances of rising up the search ladder has spawned an industry of "SEO specialists" asking for a slice of your marketing budget - everything they will tell you will likely fit into one of these 3 categories which contribute to appearing high in SERPs:

1. **Content** - Compelling, attractive accurately described content
2. **Links** - Links in from other sites - particularly sites with higher authority
3. **Code** - Semantically displayed content - meaning using proper, clean HTML mark-up



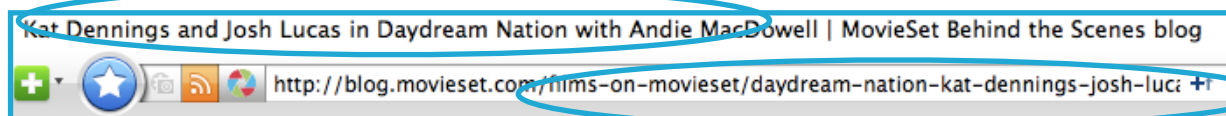
Name Everything

Google doesn't see your site's lovely design (especially Flash-centric sites). Instead the indexing spiders collect the words contained in your source code file and evaluate the words based on how they are presented.

Good news: Most quality blogs do all this code stuff automatically, you just have to choose your words carefully. Also, Google provides all sorts of tools to help you improve the quality of your site for search results. See: <http://www.google.com/webmasters/checklist/> & <http://www.google.com/support/webmasters/>

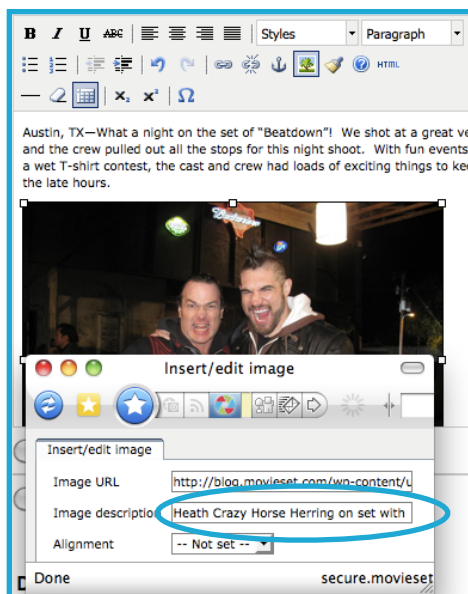
Examples

The words appearing in your page's <title> tag and header tags <H1> H2> etc. are seen as the most important words on the page as are the words used in the URL (web address).



Link anchors (the clickable text), link titles (a descriptive name of the link's destination) are also very important. Rather than "click here" use an actor's name or other specific term.

Image titles, captions and alt names are valuable for fans seeking photos - be sure to include these attributes.



Building Vocabulary

Now that you know the importance of choosing specific keywords to promote your film, you need to know how to gather your vocabulary.

For best results, the most searched-for words should appear in the aforementioned *title* and *heading* tags. Other words can or should be used in your text body, link anchors and tags. Every word should be chosen artfully.

Note: Tags are like a collection of keywords to describe your content but are generally clickable to allow easy discovery of related content which shares that tag.

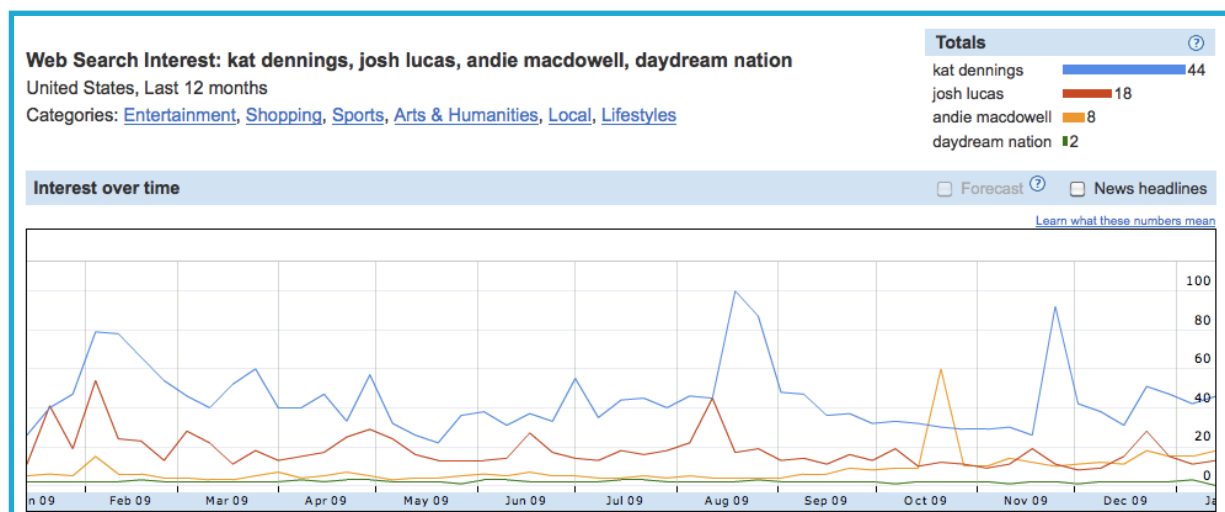
Example: Include common misspellings in your tag list to capture additional search traffic: i.e. the actress Andie MacDowell's first and last names are frequently misspelled but each misspelling create a new traffic funnel.

Use: Explore terms with <http://www.google.com/sktool/> and/or Google Keyword Adwords tool which allows you to create Pay-per-click ad campaigns.

Keywords	Competition ?
Keywords related to term(s) entered - sort by relevance	
andie macdowell	<div><div></div></div>
macdowell andie	<div><div></div></div>
andy mcdowell	<div><div></div></div>
mcdowell andy	<div><div></div></div>
andi mcdowell	<div><div></div></div>
andie macdowell movies	<div><div></div></div>
andy macdowell	<div><div></div></div>
andie macdowell movie	<div><div></div></div>
andie macdowell biography	<div><div></div></div>
andie macdowell bio	<div><div></div></div>
actress andie macdowell	<div><div></div></div>
actress andie mcdowell	<div><div></div></div>

Spotting Trends

When a topic is newsworthy, the searches increase as many people search for words associated with the story. By monitoring relevant keywords, you can publish content on that topic while it is trending.



Tip: Find out which actor in your movie is trending and why. Use: <http://www.google.com/trends> or <http://www.google.com/insights/>.

Promotion Tactics

Outreach

Once the videos, photo, articles and news are live on your sitelet, accurately described with relevant vocabulary, it's time to let people know and invite them to engage. With myriad web tools and social networks, knowing where to start can be a bit intimidating - remember, the important thing is to be showing up and communicating authentically (*not* through a PR agency, ghost writer or intern).

For starters:

Micro update - Set up Twitter and Facebook accounts to provide micro-updates - will reserve your brand name and provide "back channel" info

Build links - Add links to your MovieSet Sitelet from IMDB, Wikipedia, studio page, Facebook page, etc. This will direct your fans to your clearinghouse of content

Submit socially - Contribute interesting articles, pics or videos to Digg, Stumble Upon, Delicious for the public to review, rate, share

From Chris Weitz - Hi! Welcome to the official New Moon twitter account. This is my first ever tweet so be gentle with me.

10:46 AM Oct 12th from web



Twilight
Summit Entertainment

Once you are set-up at the common web communities, you can begin tracking keywords in real-time - you can respond, gauge public opinion and find out the motivations and desires of your audience. Also many actors use Twitter to talk to their fanbase. Harnessing that channel can build early buzz.

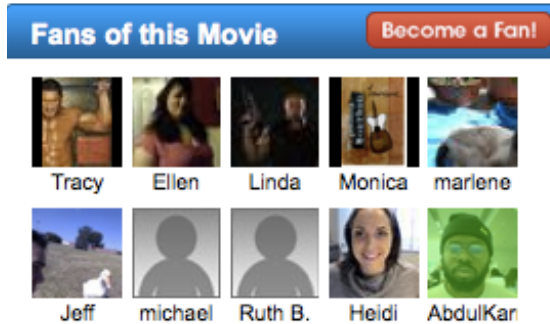
Example: Use social media dashboard HootSuite to create columns to monitor commentary about actors, movie name, and other topics relevant to your production.

The screenshot shows the HootSuite dashboard with several columns for monitoring social media. The top navigation bar includes tabs for 'Watching Movies', 'Fests', 'Networks', 'MMA Contest', 'Micro_Movie', 'movieset_alert', and 'Trending'. The main content area displays several Twitter feeds. One column shows tweets from 'daydreamnation | joshlucas', including a tweet from 'URmylifeflow90' about a 'Thud' again. Another column shows tweets from 'daydreamnation | katdennin', including a tweet from 'prettyypeachyy' about burning 1000 calories. A pop-up window shows a list of tweets from '@MovieSet/daydream-nation', including tweets from 'OfficialKat' about filming and Pocky.

Conversation

Once you've got the basics going, dive deeper into the conversation to attract more attention and enthusiasm to your movie. The conversation is amplified when spread over multiple networks and web presences so go where your fans hangout. Here are a few more tactics to try:

1. **Encourage** friends to become "Fans" of the movie



2. **Comment** on blog posts discussing the movie (ref: <http://untitledunlicensed.blogspot.com/>)



3. **Create** video blogs answering fan questions



Competitions and Contests

Once you've identified and outreached to your audience, turn up the engagement with unique promotions with compelling prizes like a role in your next film, an on-set experience, signed callsheets or scripts, props and swag, or deluxe viewing parties. Include runner-up prizes with t-shirts, DVDs, or other realted items

Ideas should build your movie's culture and reflect the time period, fashion, aesthetics and story of your film.

Consider:

1. Video competitions
2. Photo contests (i.e. lookalikes)
3. Quote contests
4. Music contest for soundtrack


86 Comments

Bradley Carver
Pete Bottoms (From Dusk till Dawn): Do natural, I'm acting natural – in fact, under the natural light of the Academy Award for how natural I'm acting.
[Reply](#)

"Quoting Classic Quentin" ~ Win a Tarantino Box-set or Inglourious Basterds DVD

Posted: December 14th, 2009 by: [Dave](#)

Celebrating Tarantino




With critical and box office success, 2009 was a great year for the acclaimed (and eccentric) director [Quentin Tarantino](#).

To celebrate, MovieSet is giving you a chance to get your hands on some Tarantino prizes including the 6-disc collector's box-set with all the classics (& a mini samurai sword!) or the brand-new *Inglourious Basterds* 2-disc set with a ton of behind the scenes special features.

Fool-proof Plan


To grab the stash, you just have to impress us with your fave classic Quentin quote.



Tip: Acknowledge participants and encourage them to promote their involvement with badges, widgets, status updates, etc. They be excited to be part of your project in a small way.

Congratulations to Kevin Mattson, Winner of 'MMA Movie Star' Video Contest!

Kevin's performance working the heavy bag while upside down in gravity boots won this tattooed (and cut) Grandpa the role in MMA-powered action film 'Beatdown.'



Keep your eyes on MovieSet.com for your next chance to get into the movies!

Campaign Planning

Activities

Running a social promotional campaign is like hosting a party with less cleanup (hopefully). To be a good host, you should provide a comfortable environment, interesting topics to discuss and make sure everyone gets acknowledged.

With this in mind, any campaign's tasks can be sorted into one of three categories:

1. **Building the story** - doing *something interesting* then creating content (video, images, articles) to share around the web (optimized content from your movie)
2. **Inviting to participate** - spending time forming relationships and letting people know about your story's content and why they should care (detailed in Promotion Tactics)
3. **Measuring engagement** - tracking all the touch points like comments, Twitters, fans, comments, blog posts, bookmarks, friends - analyze, repeat (keep reading)

Objectives

Like any successful endeavor, your promotional campaign will be more enjoyable to execute with more success with some planning.

Start with analyzing objectives so you know what to measure- each project's focus varies somewhat, but, in general your production promotional campaign is designed to:

1. **Create awareness** with potential audience to build excitement about the film
2. **Generate interest** from festivals and distributors by engaging audience
3. **Create archive** of documentary material to tell the film's back-story

Assembling

To gather stories from several perspectives and voices, find an inter-disciplinary team of creators to participate. First off, recruit your on-set EPK videographer or still photographer to contribute. Then ask cast and crew who's already blogging/ Twittering (lots of people in the entertainment business are!). Finally, outreach to crew to see if who loves telling stories and has a notion to document the production without interfering with their core duties.

Tip: Purchase a couple of HD video camera (less than \$200) for casual video blogging by cast/crew - let them have fun with it and you'll get some gems.

Consider a brief recruiting/planning meeting. Along with the Producer, invite the Production Coordinator, Asst. Director, EPK video/photographer. Assign someone to coordinate the campaign (possibly a Unit Publicist?) and learn the MovieSet Production Tools.

Experience has shown that gaining approvals from agents, publicists, managers, etc. are often a cause of campaign delays as this can appear as "extra work" rather than building an actor's personal brand.

Social Marketing for Movies

With this in mind, it is imperative that talent understands the nature of the production content you are shooting on set and production acquires needed permission (including blanket approval on footage) and production assists in setting up interviews and access as needed. Doing so will raise the quality and timeliness of your promotional content.

Tip: Starting the documentation early in the production process builds familiarity with these new marketing tactics. Consider introducing the campaign at the cast read-through.

Measuring

Based on the objectives of your campaign, rather than relying on unique visits as a sole key performance indicator, measure engagement by tracking conversations, comments, linkbacks, faves, re-Tweets, links, fans, etc. All of these are indicators of community engagement and fan interest.

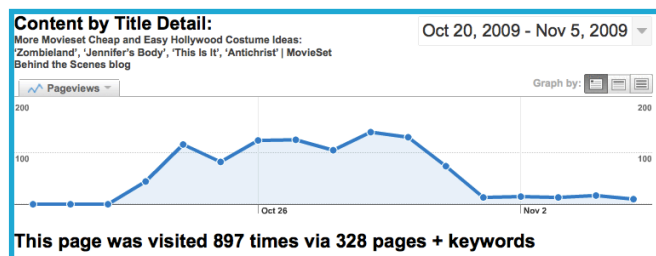
Plus track search results to see progress up the charts. Ideally, you should be near the top for terms related to your movie. To accomplish this, remember publish early and often.

Advanced Tip: Set-up a "listening dashboard" to aggregate RSS feeds to track comments, forums, images, videos plus news, blogs and any other reference at a glance - like an aggregated view of aforementioned Google Alerts and Hootsuite Twitter reports.

A screenshot of a Google search for "tyler perry new movie". The search bar shows the query and a "Search" button. Below the search bar, there are several news results. The first result is titled "Movie producer Tyler Perry's mother dies" and mentions that Perry's mother, Willie Maxine Perry, died. The second result is titled "Tyler Perry's new Madea movie - I Can Do Bad All by Myself ..." and mentions that the movie is based around Madea, a sassy Grandma character. The third result is titled "Oprah and Tyler Perry promote new movie, 'Precious'" and mentions that the movie is a best-seller.

A screenshot of a social media dashboard. The top section shows a list of tweets related to "daydream nation" and "Kat Dennings". The bottom section shows a list of blog posts related to "daydream nation" and "Kat Dennings".

Measuring engagement will augment analytic reports which show entrance keywords, navigation paths, popular content, referral sites and other useful statistical data for tuning your campaign.



By examining site analytics, you'll get an exact diagnosis on what's working and build a blueprint for future campaigns.

More Help

Free or Cheap

MovieSet Sitelets are available at no cost and the tactics and tools mentioned in this guide are all free or cheap. Once familiar with the tools, you can concentrate on providing interesting content to promote your movie.

Expert Help

Seem like a lot to do? MovieSet's squad of experienced social media practitioners are available for hire to promote your movie.

With the Silver package, MovieSet feature your content, keep your Sitelet up to date, spark conversations and track news from around the web.

The Gold package turns it up another notch with submissions to social sites, research, reports and consultation. Seeking the deluxe? MovieSet's Platinum A La Carte services include planning contests and sweepstakes, live streaming events, and on-set EPK filming - all for a custom rate.

Choose the right plan for your movie



BASIC	SILVER	GOLD	PLATINUM
Free	\$499 / month	\$999 / month	\$1999 / month
(no minimum)	(6 mo. minimum)	(8 mo. minimum)	(12 mo. minimum)

The image displays four clapperboard-style icons representing different service plans. Each clapperboard has fields for PRODUCTION, SCENE, TAKE, DIRECTOR, CAMERA, and DATE. The plans are: BASIC (Free, no minimum), SILVER (\$499/month, 6 mo. minimum), GOLD (\$999/month, 8 mo. minimum), and PLATINUM (\$1999/month, 12 mo. minimum). A large blue arrow points from the text 'Choose the right plan for your movie' towards the plans.

Ready to Go?

Sign up for a MovieSet Sitelet to begin your social promotion campaign, this includes:

- Production set-up and audience identification
- Video player and unlimited storage
- Stills gallery with titles, descriptions
- Production blog with RSS
- News archive & related links
- Web-based content management w/ approvals

To get started with MovieSet's social marketing services - and to learn more promotional tips - visit:
<http://corporate.movieset.com/services>

Resources

Toolbox

- **Twitter** - micro update service where followers read real-time messages of 140 characters or less and has become a journalistic tool - <http://twitter.com>
- **Facebook** - originally a college-only social network, this closed community has more users than most countries - <http://facebook.com>
- **MySpace** - pre-cursor to Facebook, this casual social platform is home to thousands of bands and movies - <http://myspace.com>
- **YouTube** - a revolutionary video sharing site gave everyone the chance to share themselves online - now owned by Google - <http://youtube.com>
- **Flickr** - a photo sharing site which popularizing many key “web 2.0” features like tagging, sharing and commenting - now owned by Yahoo! - <http://flickr.com>
- **IMDB** - venerable Internet Movie Database, this enormous trove of movie info grows by fan and industry contributions - <http://imdb.com>
- **Wikipedia** - the people’s encyclopedia, contributed to by anyone, curated by a passionate community - <http://wikipedia.org>
- **Hootsuite** - a social dashboard tool which allows simultaneous updates across many channels including Twitter, Facebook, Wordpress, Linkedin - <http://hootsuite.com>
- **Netvibes** - a tool for creating a custom view of RSS feeds tracked from all manner of sites - useful for an overview of mentions - <http://netvibes.com>

Glossary

- Google Alerts
- Google Juice
- Web 2.0
- Social media
- Social networking
- SEO/SEM
- Blogs, Vlogs, Podcasts
- Web apps
- RSS
- Blogs
- Video-blogs
- Podcasts

Credits

This report was produced for MovieSet.com by Dave Olson, Director of Fan Communities. After award-winning stints at Zhonka.net, RaincityStudios.com and Happyfrog.ca, Dave joined MovieSet.com to connect movie fans and filmmakers by using social media campaigns to deliver unique, behind the scenes coverage of films in production.

In one year, he helped increase traffic exponentially, spark participation, and educate producers on new media marketing tactics. He frequently speaks at events including SXSW, Northern Voice, Island Tech and is widely quoted in social and traditional media outlets. Published in magazines and journals on topics from Hemp Culture in Japan to Telco de-regulation, Dave is most proud of his handmade literary chapbooks, static montage art, and audio podcasts.