



**Details:**

**Price:** \$170.00

**Publisher:** Routledge; 2 edition (March 16, 2017)

**Language:** English

**ISBN-10:** 1138013358

**ISBN-13:** 978-1138013353

**Weight:** 1.2 pounds

**Film Marketing**

by **Finola Kerrigan**



->>>>>>> [DOWNLOAD BOOK Film Marketing](#)

->>>>>>> [ONLINE BOOK Film Marketing](#)

---

The role of the film marketer is both vital and challenging. Promotion is one of the industry's biggest costs, with the campaign of a large film costing up to half its production budget. Box office results, however, are wildly unpredictable: relatively few films a year make a profit. These market conditions make this a unique industry and film marketing a specific and demanding skill set that requires attention early in the career of any marketing student looking to progress in the industry.

This new edition of *Film Marketing* is a thorough update of the first textbook in film promotion. Like in the first edition, Kerrigan takes a socio-cultural, as well as a business view of film marketing and its impact, covering different approaches to promotion according to different aims and audiences internally and externally, and across the world. This book addresses all areas of film marketing from the rigorous perspective of someone with first-hand knowledge of the trade. This new edition also includes:

- Additional pedagogy and visual examples to reinforce key points
- A more international range of cases and coverage of non-Western markets to give a global overview of film marketing across the world
- New and expanded sections on social media, digital promotion, transmedia and crowdfunding

This is the original film marketing text which no engaged film or marketing student should be without.



2

**SELLING  
YOUR FILM** OUTSIDE  
THE U.S.

DISTRIBUTION IN EUROPE

ED. BY **THE FILM COLLABORATIVE**

---

And its no different when you are marketing your filmHuh, you think, maybe your kid would like to see it.Years later, I still use their press kits on all of my Bruce Gordon Media company promotional sitesIs Vine that popular? If you don't have a smartphone, Vine has no use; yet, I can produce short clips on my Mac and share it on all social media sites, not only Twitter like VineYour short film will be featured in Google News Room, Bing and Yahoo News and picked up for inclusion and distribution by news agenciesElliot has written three books which have become industry standards: Raindance Writers Lab: Write + Sell the Hot Screenplay, now in its second edition, Raindance Producers Lab: Lo-To-No Budget Filmmaking and Beginning Filmmaking: 100 Easy Steps from Script to Screen (Professional Media Practice)I was greatly relieved to discover Cloud21 for our public relations efforts and delighted throughout the experience working with themSee also[edit]To summarize above, you will get: Your press release, with links to your website, social media channels and trailer will be submitted electronically to thousands of International media outlets, newsrooms, journalists, press reporters, around the world.The press release will be archived in our newsroom which will be then syndicated to several media channels online via RSS, this will help in various search engines picking up your press release for inclusion in their database.A link to your press release will be tweeted to 100,000+ followers which include media outlets, press reporters, journalists and important contacts in the industryJobs Search 2,345 jobs in marketing, advertising, creative and medial already have plans to hire Cloud21 again for future films we are producing at Red Scarf Films.SURVIVING INTERNATIONAL BOULEVARD: Domestic Child Sex TraffickingSian Taylor Gowan Producer/Director Cloud 21 helped our team navigate the Short Film Corner at the 2016 Cannes Film FestivalJon and Peter will follow up with you shortly, and start the discussion about your project, its untapped potential, and global sale and distribution opportunities that can help it reach a large and receptive audience.

One of the main reasons movies are so successful is that they're sold to us so effectivelyIn 2009 he was awarded a PhD for services to film educationMuffin group So true with marketing your filmFor example, 20th Century Fox commissioned an I, Robot-themed motorcycle, featured on two episodes (2:17, 2:18) of American Chopper.[3] The film Memoirs of a Geisha was placed throughout an episode of the TV show Medium.[4] Extended placement: full episodes of television talkshows (Oprah), entertainment news programs (ET), or network news programs (20/20), devoted to compensated exposure of the film, stars, clips, director, etcFilm Marketing Services helps independent filmmakers find successThere are some pretty strange people out thereCalled PPC (Pay Per Click) one can set ones daily limit as low or as high as you wantpp.5455Not only did Cloud 21 help us connect with other filmmakers, they shared valuable insight on how to make the most of the festival and marketing pointers that we will be able to use on future projects as wellThats especially true since in recent years more and more of the top stars on YouTube, Instagram and other platforms have signed with the same entertainment talent agents who represent Hollywood stars 07f867cfac

[Recipe Journal: Blank Cooking Journal, 6x9-inch, 120 Recipe Pages](#)

[CSR in Nordrhein-Westfalen: Nachhaltigkeits-Transformation in der Wirtschaft, Zivilgesellschaft und Politik \(Management-Reihe Corporate Social Responsibility\) \(German Edition\)](#)

[Awesome Picnic Ideas: These Recipes Will Impress Any Picnic Guest!](#)

[Complex+Networks%3A+An+Algorithmic+Perspective](#)

[Keto Comfort Foods](#)

[Proceedings of the National Park Conference: Held at the Yellowstone National Park, September 11 and 12, 1911 \(Classic Reprint\)](#)

[CUADERNOS PRACTICOS: INTERCEPTAR COMUNICACIONES AEREAS \(Spanish Edition\)](#)

[The 2018-2023 World Outlook for Therapeutic Robotics](#)

[So, Now You're a Sales Manager: What every sales manager should know about sales management from day 1](#)

[Erdbeeren - die besten Rezepte: Trendrezepte für Kuchen, Desserts, Smoothies & Co. \(Superfoods im Alltag\) \(German Edition\)](#)

