



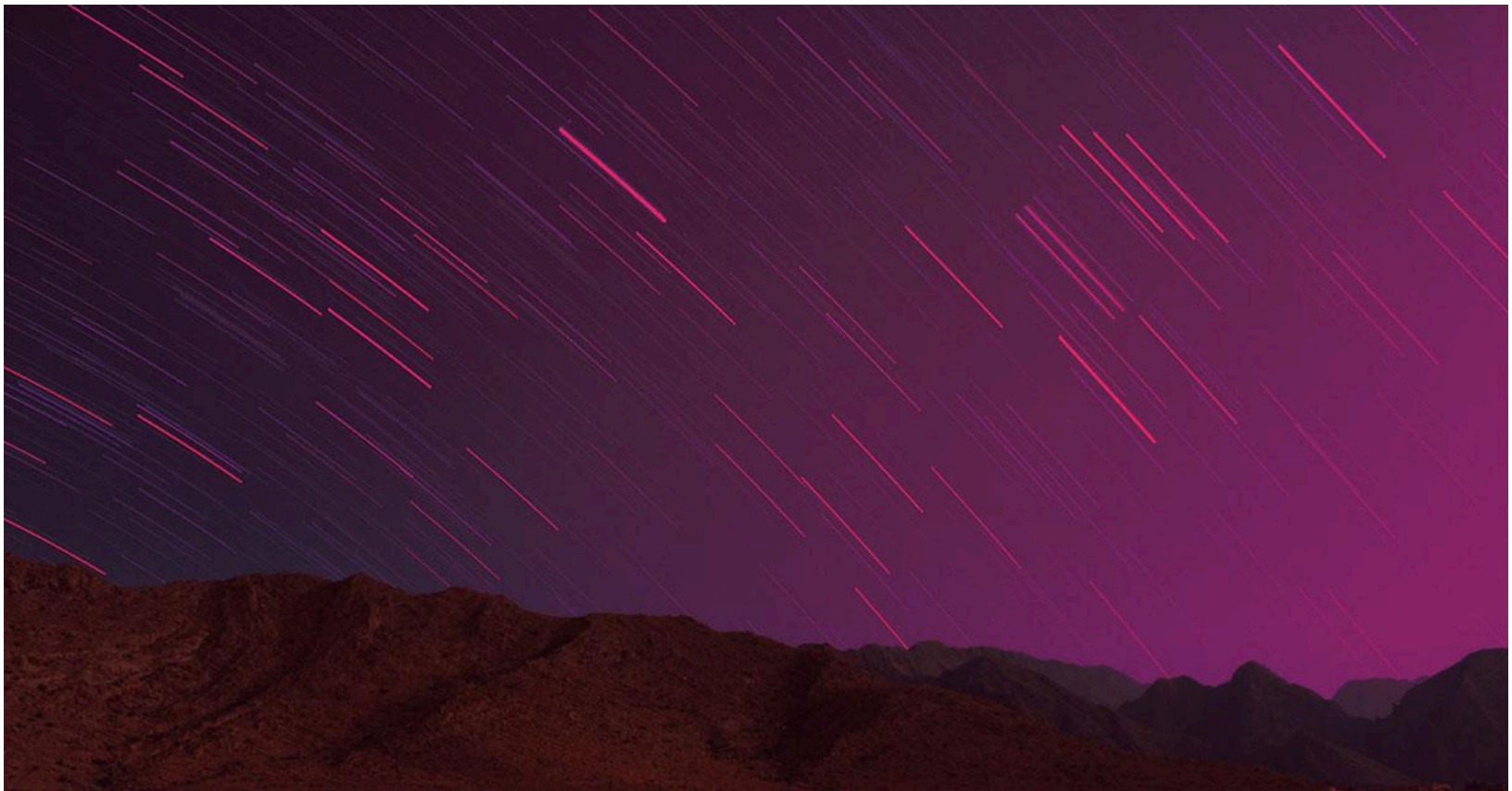
# MARKETING STRATEGY

*movie scripter*

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*General description*

## Marketing perspective with sales potential

- - - - X

The general perspective; all marketing activities should be the creation of warm leads to sell b2b or b2c licenses which are based on a yearly subscription. The method we use to create awareness of the software, the price packages and the brand should be communicated across different social media channels and appear in search engine search results.

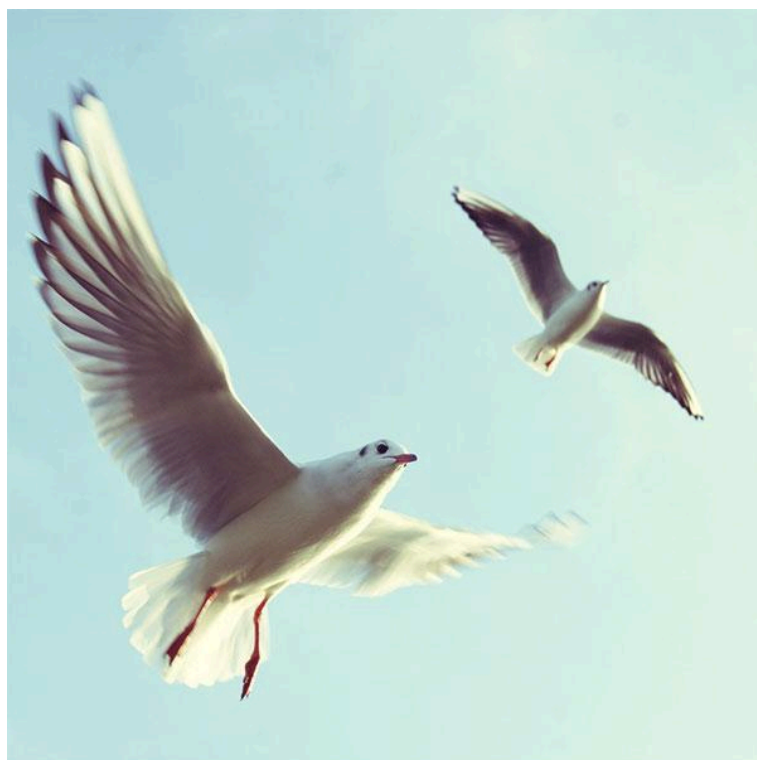
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## Requirement

What, Whom, when and where

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## Channels

- - - - X

Facebook Ads and Page  
with content about movie  
trailers, releases and  
epic moment in the film

Pinterest page

With ideas of good  
e-books that should be  
produced into a movie set

Google Ads

Production related  
software search  
appearance



## Target

- - - - x

All Movie Production Industries and related searches such as actors, producers, trailers and so on

The target will be reached across social media and through search engines.

## Campaign asset

Post scheduling using <https://www.hubspot.com/> is the main CRM Marketing Tool to launch and analyze campaign results.

Campaigns are sets of ads that are targeted for a certain goal which is creating leads or creating business / software awareness.

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