How to promote the sales of a movie in twitter?

1. Make a list of 100 movies: Name, Sales, Twitter account, Casting(3), Director, Rating

2. Features we want to analysis from Twitter:

Followers(Movie/(Option)Casting(3), Director)

Mentions(#hashtag, @mentions)

Words the official account uses

Words people reviews

Category

Series Movie

Fan Club

3.

Movie rating vs sales

Movie official account popularity (number of followers) vs sales

Movie genre vs sales (text mining)

Distributor vs movie sales (text mining)

number of tweets vs sales