

Strategic Marketing Template

Connect with the right constellation of viewers



Booz | Allen | Hamilton

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Introduction

An effective marketing plan will help you answer key questions about your film, and act as a reference document to aid you in the execution of a strong marketing and distribution strategy to achieve your ultimate goal of reaching audiences effectively and achieving ROI.

A best practice is to think through your marketing approach as soon as possible, even in the development phase. As the film industry shifts to creating content for more niche audiences, a clear, targeted marketing plan becomes vitally important to finding and reaching those audience members.¹

Executive Summary

Provide a concise but positive description of your film, including goals and objectives. What is the purpose of your film and what are you trying to achieve?

- For example, summarize what you intend to do, how and when you intend to do it, and how you think you can overcome major obstacles (such as competition).
- What are your goals and overview for marketing your film? Who do you want to reach and how can you do it?

Note: Write this overview last so that you can summarize the most critical elements of your marketing plan.

Audience Analysis

Give a positive, concise, and fact-based description of your film: what it does, and what is going to make it unique, competitive and successful. Describe who the audience will be for this film [NOTE: Take into account 1) Your ideal audience; 2) Findings from Andromeda]

Target Audience

This will be filled in based on the information entered into Andromeda, built on data analytics. It is vital to know as much about your potential customers as possible—who they are, what they want (and don't want), and expectations they may have.

- Target Audience:

- Total Number of Customers, Type, Value Drivers, Decision Process

Situation Analysis

List the following to ensure that important details about where you are now are brought to light:

- What is the main focus of your film?
- What are the strengths of your film?
- What aspects of your film need improvement?
- What are the strengths of your team?
- What aspects of your team need improvement?
- What films or forms of entertainment are your current competitors?
- Briefly describe several of your most relevant competitors, either films or forms of entertainment. What percentage of the market does each reach? What are their strengths and weaknesses?
- What can you learn from the way they do business and from their general marketing approaches?
- How do you expect to compete and do better?

Unique Value Proposition

The unique value proposition is a statement that describes the specialty of your film, how you reach your customer's needs. It also distinguishes you from similar films.

- Describe any special features of your film that you feel give you a competitive edge
- Differentiates you from your competitors. (Examples include storyline, cast, etc.)

Marketing Strategies

How well you market your film can play an important role in its success or failure. It is vital to know your marketing goals. These can include reaching a certain number of individuals, increasing engagement in an issue, or influencing a certain group or way of thinking.

- What are your marketing goals? For example: reaching a new audience, using new platforms to reach audiences, ect...

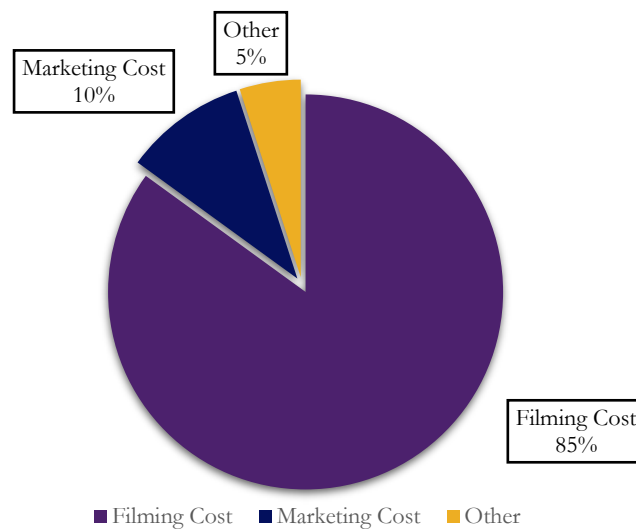
- Define your distribution channels to gain a clear understanding of how each channel works and to use a mix of paid, owned and earned media.

Budget

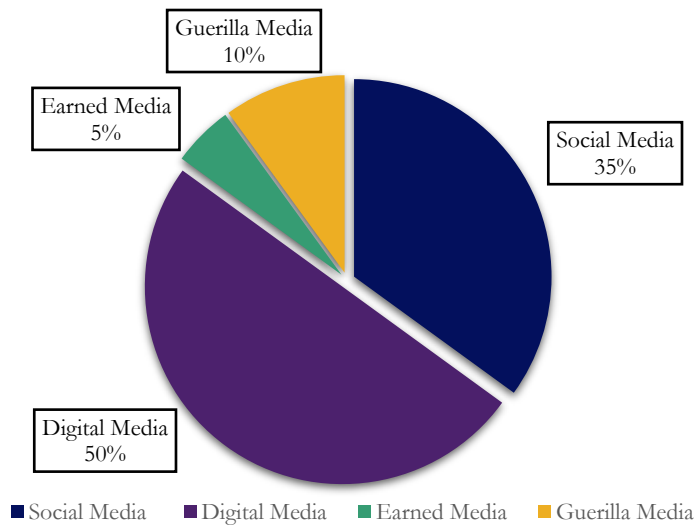
Below is a template for breaking down spending costs on media.

- How much money can you afford to spend on marketing?
- What are the projected revenues of the film?

Example Budget Breakdown



Media Budget Breakdown*



Market Segmentation

*Example

Market segmentations are the subsections of the overall market that target different aspects of similar requirements, interests, and primacies.

- How is your target market segmented? (Note: View Andromeda findings)
- Are there different levels within the same type of viewers, each offering a difference in quality, price, or range of viewers?
- Is this market segmentation governed by geographic area, product lines, pricing, or other criteria?
- Into which market segment will your primary viewers fall?
- What percentage of the total market is this segment?
- What percentage of this segment will your film reach?

Marketing Materials

- What is needed to market your film? (For example, cards, posters, merchandise, etc.)
- What is the cost for each?
- What tools or partners can help you reach your marketing goals?

Digital Marketing Strategy

A Digital Marketing Strategy is the content plan that ensures any digital marketing effort is tailored to your target audience in order to maximize return on investment. Examples of this would be search engine optimization, digital posters and commercials, creating an online game, and more.

- What are your **goals** for engagement?
- What **platforms** do you want to digitally market on? (Look at Andromeda findings)
- What **forms** of digital media are you planning to create?
- What is your **timeline**?
- What is your **budget**?
- How will you **track** your success? (Example: Tracking the visitors to your websites daily, weekly, monthly)

Social Media Strategies

Social media are “websites and applications that enable users to create and share content to participate in social networking.”² Examples of this would be platforms such as Twitter, Facebook, Instagram, an interactive website, and more. This may be part of your digital marketing strategy.

- What are your **goals** for engagement?
- How do you intend to advertise your film on social media?
- What portion of your budget will you dedicate to ad spend?
- What social media platforms do you plan to use? For example, Twitter, Facebook, Instagram, etc.
- What is your **timeline** for advertising? Will you advertise on a regular basis or will you be conducting seasonal campaigns?
- What is your **budget**?
- How will you **track** your success? (Example: Measure the increase in Facebook page or other social media followers after major events, interviews, trailer release, etc.)

Timing is important with social media. According to sumall.com, the key is to catch people in their downtime, early in the morning, on their breaks or at night. Here is what they recommend for timing:

- Twitter 1-3pm weekdays
- Facebook 1-4pm weekdays
- LinkedIn 7-8:30am and 5-6pm Tuesday, Wednesday, and Thursday

- Tumblr 7-10pm weekdays and 4pm on Fridays
- Instagram 5-6pm weekdays and 8pm on Mondays with a sweetspot at 6pm Pinterest 2-4pm and 8-11pm weekdays with weekends being the best
- Google+ 9-11am weekdays

Earned Media

Earned media is how you get your viewers and audience to engage with your media- for free. Examples of this would be an article published about your film, shares, retweets, likes, etc.:

- What are your **goals** for engagement?
- How can you earn the publicity from fans and reach new potential movie viewers?
- What is your **timeline**?
- What is your **budget**?
- How will you **track** your success? (Example: Number of articles about your film placed in key publications, the number of positive tweets with your hashtag daily, weekly, or monthly)

Owned Media

Owned media is promotional content distributed on communication channels that are within one's control, such as websites, blogs or emails.

- What is your **budget**?
- How will you set up **your website**? (And what are best practices for design to ensure people interact effectively with your site)
- What other **platforms** do you want to use? (Examples include a Facebook page, YouTube channel, Twitter account, direct emailing, etc.)
- What are your **goals** for engagement?
- What is your **timeline**?

How will you **track** your success? (Example: Use Google Analytics to track how people are interacting with your website and diagnose why or why not they may be downloading and purchasing a copy of the film. Use analytics to uncover if your target audience is coming to your site.)

Paid Media

Paid media is when you pay to leverage a third-party channel, such as sponsorships and advertising on third-party sites. Examples of this include ads on TV or YouTube, paid searches, display ads in newspapers, etc.

- Where platforms does your **target audience** use? (Note: Use Andromeda findings)
- What **types of media** can you purchase to better access fans and reach new potential movie viewers?
- What are your **goals** for engagement?
- What is your **timeline**?
- What is your **budget**?

How will you **track** your success? (Example: Count the number of positive tweets with your hashtag daily, weekly, or monthly)

Guerrilla Marketing

Guerrilla tactics are ways to advertise that cost little to no money. Some of the top guerrilla marketing tactics include:³

- Organizing impromptu public events
- Creating social media controversy
- Give away free items
- Integrate yourself into communities
- “Shock the public”

Other ideas of these tactics include: street art such as sidewalk chalk or stencil power washing film print ads on the sidewalk, QR codes that lead to links, Augmented Reality encouraging people to interact through devices such as their phones, mini commercials, projection mapping on walls, competitions that involve engagements like treasure hunts or appealing ads people can interact with such as fun pictures in mirrors.

- What are your **goals** for engagement?
- What would work best and most cost effective for your film?
- What can you afford or spend the time on?
- What is your **timeline**?
- What is your **budget**?
- How will you **track** your success? (Example: number of photos shared of your guerilla artwork, number of participants in treasure hunts, etc.)

Partners

Are there any partnerships to utilize for marketing? For example, non-profits, local schools, community organizations, businesses, venues, blogging or online communities, etc.

Distribution Plan

The marketing distribution plan details what channels will distribute your films to audiences. The best options for you will be given based on your inputs to Andromeda.

- Input Sundance Information on Distribution Platforms and Deal Types

Appendix

Milestones

This is a list of objectives that your film may be striving to reach, by start and completion dates, and by budget.

- a.
- b.
- c.
- d.
- e.

Break-Even Analysis

Use this section to evaluate your film's profitability. A break-even analysis can tell you what number of tickets you would need to sell in order to generate a profit.

You can measure how close you are to achieving that break-even point when your expenses are covered by the amount of your sales and are on the brink of profitability.

There are three basic ways to increase the profits of your film: generate more ticket sales, raise prices, and/or lower any costs if possible. All can impact a film's profitability: if you raise prices, you may no longer be competitive; if you generate more ticket sales, you may need added venue time to show your

film which would increase your costs. Lowering the fixed costs you must pay each month will have a greater impact on the profit margin than changing variable costs.

Fixed costs: Filming, insurance, salaries, etc.

Variable costs: The cost at which you buy products, supplies, etc.

Contribution Margin: This is the selling price minus the variable costs. It measures the dollars available to pay the fixed costs and make a profit.

Contribution Margin Ratio: This is the amount of total sales minus the variable costs, divided by the total sales. It measures the percentage of each sales dollar to pay fixed costs and make a profit.

Break-even Point: This is the amount when the total sales equals the total expenses. It represents the minimum sales dollar you need to reach before you make a profit.

Break-even Point in Units: This is the total of fixed costs divided by the ticket selling price minus the variable costs per ticket. It tells you how many tickets you need to sell before you make a profit.

Break-even Point in Dollars: This is the total amount of fixed costs divided by the contribution margin ratio. It is a method of calculating the minimum sales dollar to reach before you make a profit.

Sources:

1. <http://www.forbes.com/sites/quora/2014/02/11/how-has-movie-marketing-and-distribution-evolved-over-time/#fd55de347336>
2. <http://www.oxforddictionaries.com/definition/english/social-media>
3. <https://vtldesign.com/inbound-marketing/inbound-marketing-strategy/how-to-write-marketing-plan-template/#sthash.nwUPzNBZ.dpuf>