Monika Rathod

CIM 111

Final Project

**Online Marketing and SEO Plan**

1. There are many areas and locations that I could target to promote my website. For example, social media is an incredible way to really promote and get my work out into the world. There are so many producers, agents, and executives who use social media to look for new filmmakers and their talents. Picking the proper platform to advertise and promote my website is really important, it could be either a hit or miss. Personally, I would use twitter to promote my website. There are so “fandoms” on twitter that you could join based on who you are and what you’re interested in. If I join a film industry fandom, there could be an agent who sees my website and may be interested in turning my script into a film.
2. So many keywords can be incorporated to promote my website properly and more efficiently. The key words that I would use and buy would consist of: film, creation, script, screenwriting, filmmakers, short film, movies, and producing. These keywords could definitely ensure at least a chance for a producer to view my website and see if there is potential in the script that they are reading.
3. The duration of my campaign would be for as long as I can make it. For example, if a producer finds my website on twitter and really likes my script, I will still keep my website up on twitter. I would still want other people to find my work and hopefully learn something from it within themselves. I could also develop a following on twitter and this will make more people interested in the type of screenwriter I am. This will stir attention and interest from my audiences into the upcoming projects I may have in store. Producers will see my level of talent and passion for films, which will help make me acknowledged in the film industry. Not only will I have a short film on the way to screenings, but I will also have a following of people who are eager to see more projects in the future. Being consistent is key.