

SOCIAL MEDIA PORTFOLIO PROJECT



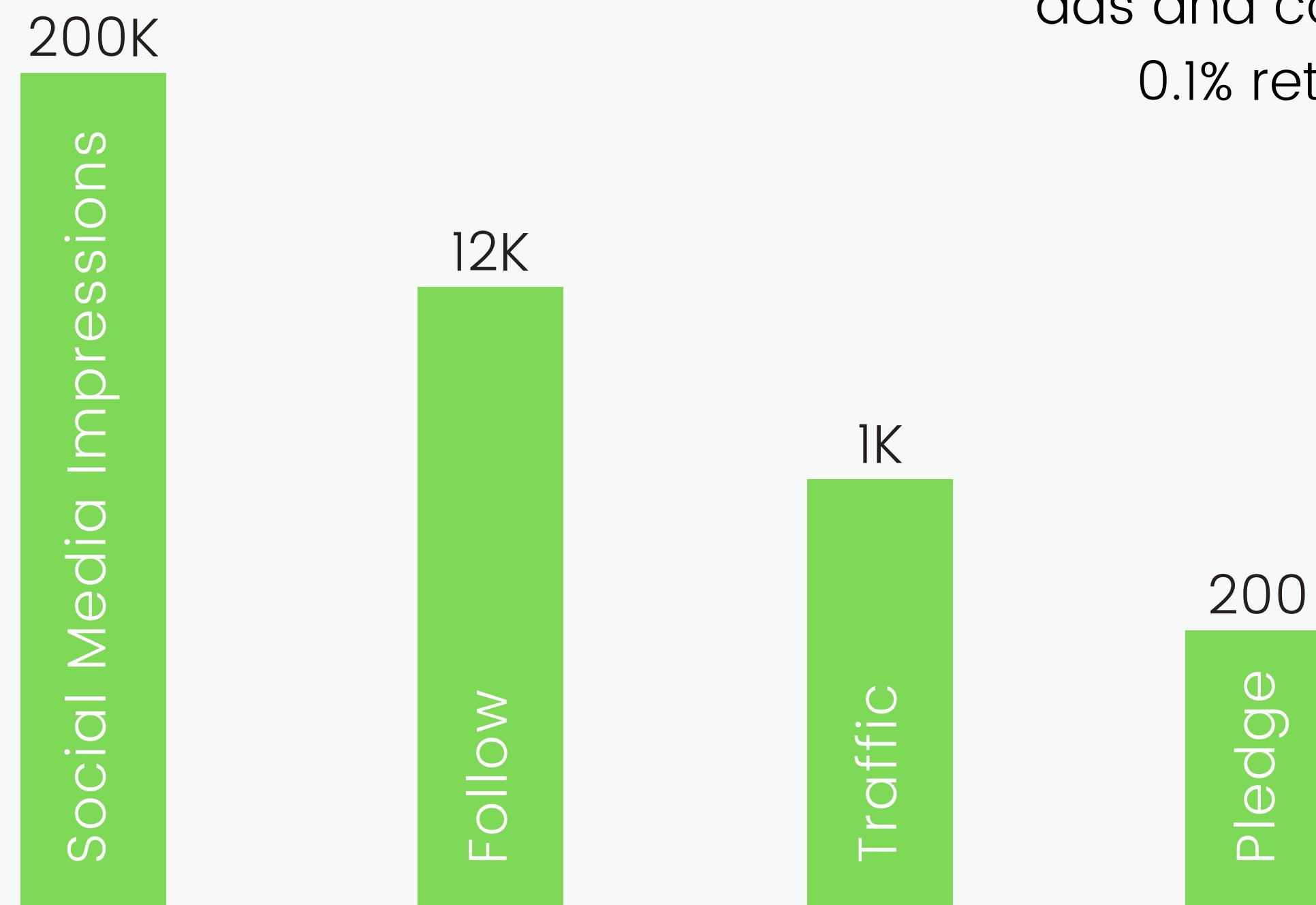
# 'For the Love of God' Kickstarter Campaign

# Outline

Objective  
Audience  
Structure  
Timeline  
Examples



# Objectives



Through targeted social media ads and content, we expect a 0.1% return on impressions

# Audience/ Channels

MEN AND WOMEN, 25-45

Follow genre-specific comedians and filmmakers on social media

- UCB
- Tim Heidecker
- Dan Harmon

PRIMARY ENGAGEMENT

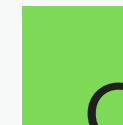
- Reddit
- Instagram
- Facebook
- Twitter

# Mockumentary Marketing



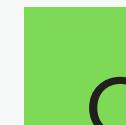
## AMA WITH THE DIRECTOR

/r/filmmaking or /r/documentary with cast engagement



## CHARACTER VLOGS

Facebook and Instagram



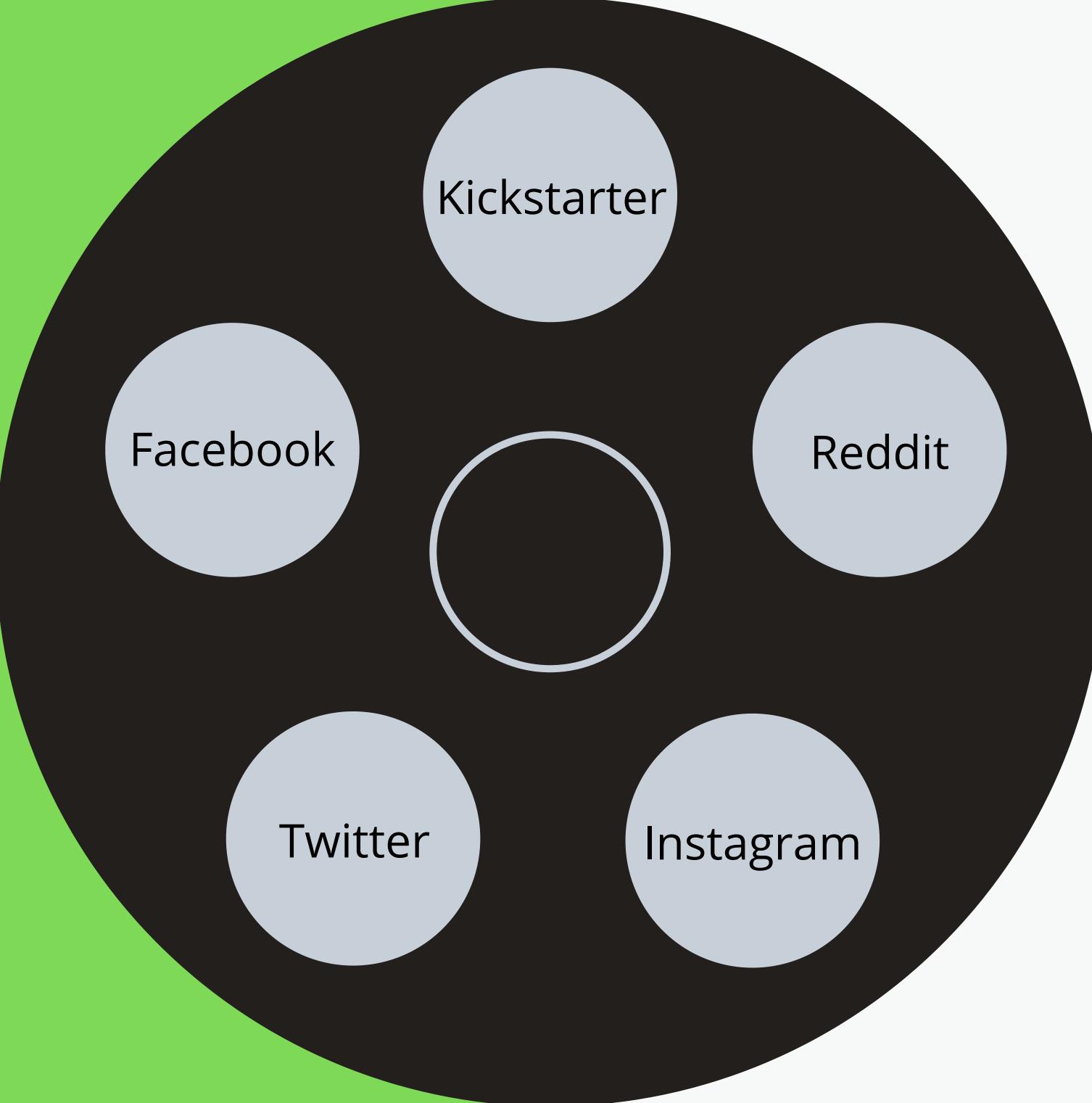
## CHARACTER POSTS

Have actors tweet as their characters, maybe cross post to FB and Instagram



## TEASERS, CLIPS & TRAILERS

Variety of cross-promotion with partner organizations with stake in the film



# Campaign Workflow

## UTILIZING ORGANIC AND PAID SOCIAL MEDIA

By building a following on social, driving traffic to the Kickstarter we will attract sponsors for the project as well as an engaged audience for the release of the film.

# The Schedule pt. 1



## WEEK 1

Social media pages go live with basic movie, character info Fake trailer (using most realistic footage)

Actors begin posting/tweeting in character, interacting with each other



## WEEK 2

1st teaser posted to the official movie page, shared on twitter/instagram

First round of character vlogs shared on the official movie page

# The Schedule

## pt. 2



### WEEK 3-6

Continued posting, release of teasers,  
etc.

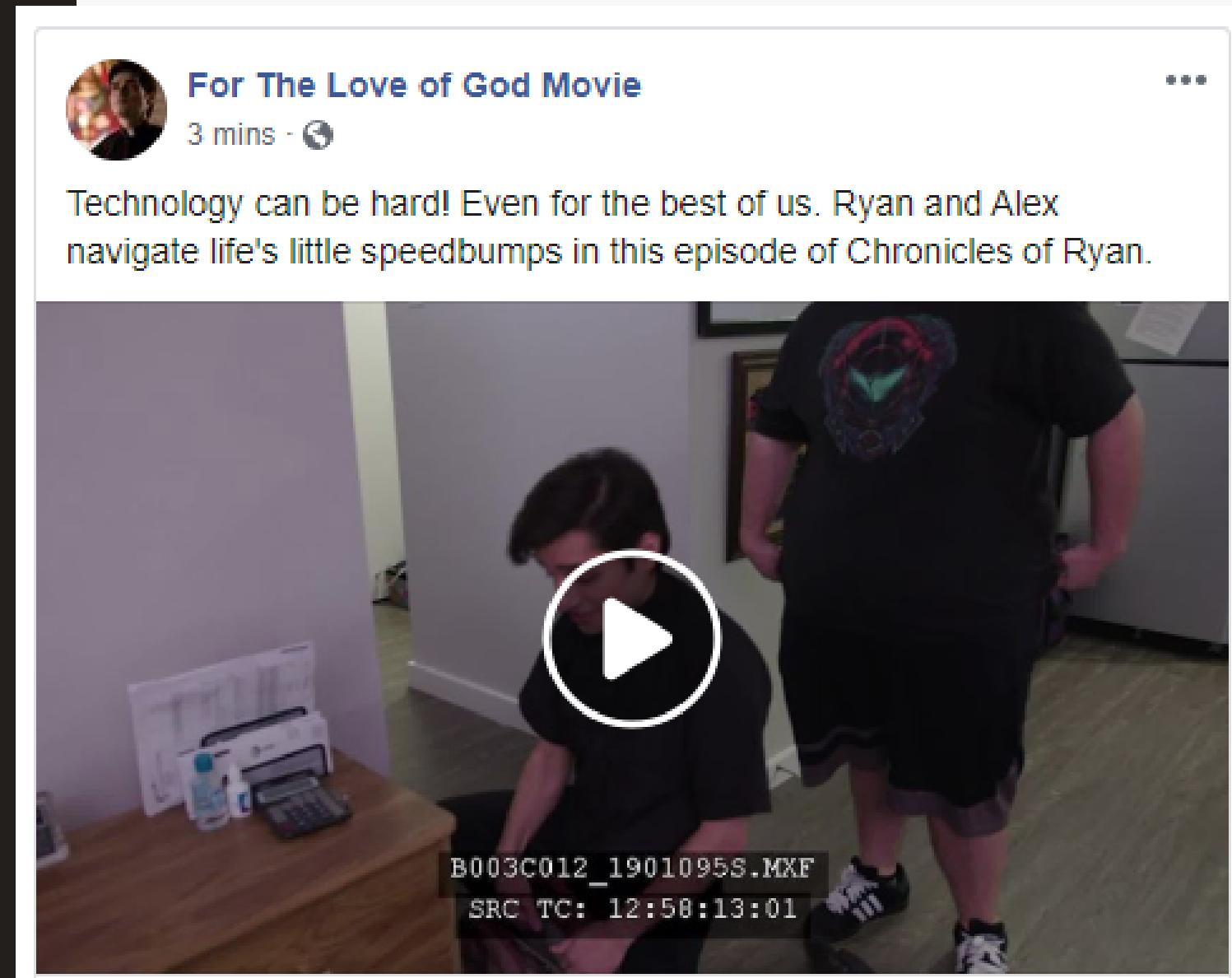
### WEEK 7

Kickstarter video, page goes live  
Reddit ads for kickstarter (2 weeks)  
Increased posting, calls-to-action

### WEEK 8

Director AMA  
Final push on social media  
Official trailer release

The screenshot shows a Facebook page interface. At the top, there's a navigation bar with links for Page, Inbox, Notifications, Insights, Publishing Tools, Ad Centre, More, Settings (with 5 notifications), and Help. Below the navigation is the page cover photo, which is a video thumbnail showing two people in a close-up shot. To the left of the cover is the page profile picture, a circular image of a man in a clerical collar. Below the profile picture, the page name 'For The Love of God Movie' is displayed, followed by a 'Create Page @username' link and a green 'Publish Page' button. On the right side of the cover photo, there's a large blue button labeled '+ Add a Button'. Below the cover, there's a row of interaction buttons: Like, Follow, Share, and three dots. Underneath these are buttons for Create, Live, Event, and Offer. A search bar says 'Search for posts on this Page'. Further down, there's a language selection bar with English (UK), English (US), Español, Português (Brasil), and Français (France). At the bottom of the page area, there's a post from the page itself with the caption 'Technology can be hard, even for the best of us!' and a video thumbnail showing two people. Below the post are standard Facebook interaction buttons: Photo/Video, Get messages, Feeling/Activ..., and three dots.



# Content Examples

# Tech Troubles

# Teaser