

Independent Film Marketing Checklist:

From early on in the development of a film, it is important to consider who the target audience is and how best to speak to them. From the phrasing of the one liner, tag line and synopsis, to the key art and one-sheet, to the professionalism of the press kit and the announcement of the film to the press, an independent film can compete with the studio films – it's all in the presentation. Bringing the studio mentality of marketing to independents starts with the below strategic elements:

Pre-Production (two-four weeks)

- Breakdown script for publicity shots (shot list to unit photographer)
- Synopsis - paragraph and one liner versions
- Generate creative ideas for one-sheet, partner with graphic designer and manage production of key art
- IMDB and production listings management
- Publicity - press release to the trades announcing principal photography
- Design ideas for website

Production (five weeks)

- Write content for website and digital press kit (bios/about/synopsis/production notes/trailer)
- Key art and one-sheet creation
- Design website and manage website design firm
- Publicity - coordinate with local press as needed
- Create digital press kit - DVD of trailer plus content from the website including hi-res downloadable and reproducible key art and publicity stills - used for publicity, festivals and distributor reps
- EPK shoot with actors/producers on set

Post Production (five to seven weeks)

- Select final publicity stills (from the library of photos)
- Edit EPK for footage on the digital press kit and for DVD content
- Complete one-sheet and print
- Update IMDB with photos, content
- Update production listings
- Submit application to festivals
- Complete website and launch
- Complete digital press kit
- Publicity as needed
- Design postcard invite for screenings
- Coordinate screenings (test or distributor)

Additional Services:

- Focus Group
- Festival Representation
- Distributor rep coordination
- Theatrical Release marketing services (advertising, publicity)