



101 Ways to Market and Distribute Your Film: The Ultimate Guide on Self-Distribu

Elke Weiss

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'101 Ways to Market and Distribute Your Film' gives filmmakers the keys to marketing and self-distributing their films both nationally and internationally. This comprehensive guide details how to sell a film the DIY way—from publicity and marketing to theatrical self-release and DVD sales. Whether you are an experienced filmmaker or an aspiring one, you will find '101 Ways to Market and Distribute Your Film' an indispensable source of techniques, tips, and tricks for marketing and distributing your film in these fast-changing times. Learn about this and much more:

- Defining the different niches of your film
- Creating effective press releases and marketing materials
- Getting reviews and endorsements
- Promoting your film on TV and radio shows and through life-casting
- Creating buzz through contests and sweepstakes, word-of-mouth and much more
- Using social media effectively
- Increasing Search Engine Optimization and your visibility on the web
- Direct marketing, piggy-back marketing and newsletter marketing
- Magazine, cinema, billboard and mobile advertising
- Theatrical self-release and how to screen your film in 'Second Life'
- Creating mobile applications to stream and monetize your film
- Selling to broadcast TV, wholesalers, retail outlets, corporations and libraries
- Digital distribution, Netflix and iTunes
- SAG contracts, insurance, licenses, and other legalities

Hundreds of links and lists of resources allow you to put the information in this book to immediate use, and makes self-distribution easy for everyone.



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