

Секция «Реклама в США и Великобритании: настоящее и перспективы развития»

Film promotion strategies today

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What is the best way to use social media to promote movies and TV series online? There are a few unique things about film and TV shows marketing. One of it sounds like that: timing is incredibly important as you should build a kind of buzz in a short time. Another unique factor is that films and TV shows may become a huge privilege when we are talking about crafting a powerful content marketing strategy for an upcoming film or TV show launching. But, unfortunately, movie marketing is not a science. Anyway there are some points we can learn about marketed films and shows. I've collected some strategies, tactics and ideas for creating an extraordinary online marketing campaign for a movie or a TV show.

First of all it is making something remarkable, certainly it depends on your fantasy and capabilities. It will attract attention to your project and ensure popularity. Then we don't need to limit ourselves to journalists, because they're not the only people who can create the buzz around a film. Pre-roll video ads are inexpensive and an incredibly effective tool for drumming up the interest among your auditory. The important thing to remember with pre-roll advertising is to give a viewer a call to action: they always want and should do something right «at the moment». Actually, only 'having' a trailer is not enough. It must have a great seeding strategy and be ultra shareable to produce great results. While the main journalists and critics are key figures, you can invite influential bloggers and fans to the event. Surely you should make your Facebook page interactive. When it comes to designing a Facebook page, it should be made visually compelling. And when it comes to posting timeline updates, keep it balanced and engaging. Photos and videos typically generate the most active engagement on Facebook, so be sure to incorporate this into your strategy, while balancing the type of your post content. While Facebook, YouTube, and Twitter are in the centre of social media strategy, that doesn't mean you should avoid smaller platforms such as Vine, Instagram, or Pinterest. Moreover you should definitely use memes and other forms of UGC (user-generated content). Memes are becoming a great way of leveraging the audience's creativity to build the highly shareable content that subtly promotes a new movie. The benefit of using memes are that they're easily customisable, extremely shareable, and very quick to produce. But remember that meme can't live long life in the Internet.

It's not the easiest task to promote films and TV shows. If you have the aim to stand out from the crowd, you should do something incredible, be ambitious with your marketing goals, work with experts and journalists and don't be afraid of the myth that you need a large budget to achieve great results. Surely, money helps, but creativity is the real currency in marketing. We should remember all these points for making promotional campaign brilliant, beneficial and unforgettable.

Источники и литература

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