

15 MARKETING INSIGHTS YOU SHOULD KNOW (but agencies may not tell you)

- **Marketing Begins At Scripting:** "Bake" into your script marketing hooks.
- **Websites Are Billboards:** Don't spend much time or money on your site.
- **Screen Your Movie For Strangers:** Friends and family are never honest.
- **Open Your Movie Outside of LA and NYC**
- **Do The Basics, Then Burn The Industry Playbook:** Stop and rethink every assumption of marketing.
- **Don't Exaggerate Your Momentum:** You're likely not doing nearly as well as you think.
- **Top-Down Marketing Doesn't Work:** Your strategy must be street-level, bottom-up. Just because one well-known personality supports you doesn't mean her or his followers will do the same.
- **You Cannot Manage or Monetize What You Do Not Measure:** Data is everything.
- **Most Word-Of-Mouth Happens Offline:** Have the right mix of offline and online strategies.
- **Publicity Doesn't Move The Needle:** The goal isn't publicity; it's ubiquity.
- **Say Thank You:** Gratitude goes a long way in an industry where it's all about who gets the credit.
- **Audiences Are Fickle:** Never assume they will show up.
- **Long-Lead Is Essential:** Don't rush your marketing. You need at least six months to acquire, activate, and accelerate your audience.
- **Don't Spend Too Long Marketing Your Film:** You will burn-out your biggest fans. Create a plan. Stick to it. Then move on to your next project.
- **Don't Chase The Approval of Hollywood:** Your goal is to find your audience and make money. Do that and you will get attention and approval.