**MARKETING PLAN TEMPLATE – FILM & TELEVISION**

*A Marketing Plan**is a map and to-do list for achieving success with your product(s) that outline your goals, and reflect your creative practice and business. A Marketing Plan is a valuable professional tool for you to use that is specific, detailed and focused. It is also a living document that should be updated and modified as your business grows and new products are launched, and be flexible to respond to changes in customer perceptions and demand.*

*This template is to help you understand what the basic elements of a Marketing Plan are. It is a flexible guide and you are encouraged to be creative and make yours unique!*

Business Overview

Provide a brief overview of yourself/company that lists your accolades/awards, achievements/accomplishments and goals. Also include information about your past marketing activity.

Film or Television Project Details:

* Co-Producer’s Company Name (if applicable):
* Project Title:
* Completion Date:
* Delivery Format:
* Length of Project (if series include number of episodes and length):
* Key Filming Locations:
* Post Production Facilities:
* Distribution Company
* Proposed Premiere Date (for Broadcast):
* Proposed Theatrical Release Date (for Feature Film):
* Availability for festival screenings (for Feature Film):

Key Creative Team

Consider including key creative team members and what skills and passion they bring to the project. For example: Executive Producer, Producer, Co-producer, Director, Actors, Picture Editor, Scriptwriter, Script Editor, Production Designer, DOP and/or Music Composer(s). Ideally these key positions would be attached to the project or demonstrate a strong interest in the project.

Target Market(s)

List researched national and global target markets. For example: broadcasters, distributors or Over-the-top (OTTs refer to media transmitted via the internet).

Distribution Team

• Company Name:

• Territories and rights are available for sale:

• Do you have sales agents for other territories and rights:

• Is a theatrical release planned and if so what territories (for Feature Film):

• Who is managing the festival run (for Feature Film):

Describe your team – who you will be or are currently working with. If the management of your business is done independently, explain how you successfully fill these “team” roles. Detail your organizational and managerial approach. You may also want to highlight the support network available to you.

Publicity

Give details on any publicity campaigns or strategies that have been planned or executed to support your production’s launch. If you have worked with publicists before, speak to the past successes with media interviews, festival runs and critical reviews.

Festival Runs or Theatrical Release Strategy (for Feature Films)

Describe the strategy for the film’s festival run, include a list of targeted festivals. What is your publicity strategy at festivals? How does the completion date align with the festival strategy?

TV and Broadcast

If working with a broadcaster, describe the relationship with the broadcaster and how the show will be launched on the network.

Online & Social Media

Detail your online marketing and promotional initiatives. Highlight the type of advertisement and social network (exposure, frequency, reach, and impact of ad).

Sales Tools

List any tools you plan on using to sell the production in international markets; will you have a secure Vimeo channel for potential buyers to view the content? What is the look and feel of the sale materials?

Markets

List the markets that you (or your distribution company) will be attending to market and sell the production.