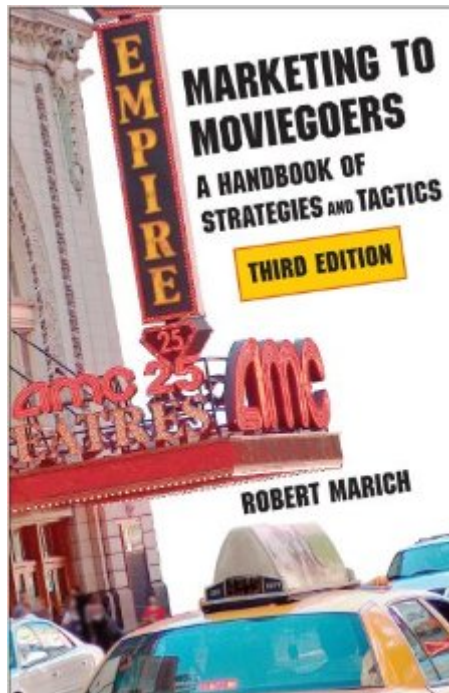


The book was found

Marketing To Moviegoers: A Handbook Of Strategies And Tactics, Third Edition



Synopsis

While Hollywood executives spend millions of dollars making movies, even more money is poured into selling those films to the public. In the third edition of his comprehensive guidebook, *Marketing to Moviegoers: A Handbook of Strategies and Tactics*, veteran film and TV journalist Robert Marich plumbs the depths of the methods used by studios to market their films to consumers. Updates to the third edition include a chapter on marketing movies using digital media; an insightful discussion of the use of music in film trailers; new and expanded materials on marketing targeted toward affinity groups and awards; fresh analysis of booking contracts between theaters and distributors; a brief history of indie film marketing; and explorations of the overlooked potential of the drive-in theater and the revival of third-party-financed movie campaigns. While many books have been written on the business-to-business aspect of film promotion, Marich's volume is one of the few that focuses on the techniques used to sell motion pictures to those in a position to truly make or break a film—the public. A highly navigable handbook that breaks down a complicated process into manageable strategies in an easy-to-read style, *Marketing to Moviegoers* is a must for all professionals and students in today's rapidly evolving film industry.

Book Information

Paperback: 432 pages

Publisher: Southern Illinois University Press; 3rd ed. edition (January 30, 2013)

Language: English

ISBN-10: 0809331969

ISBN-13: 978-0809331963

Product Dimensions: 6.1 x 0.9 x 9.2 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars See all reviews (12 customer reviews)

Best Sellers Rank: #175,970 in Books (See Top 100 in Books) #61 in Books > Business & Money > Industries > Performing Arts #128 in Books > Business & Money > Marketing & Sales > Marketing > Direct #143 in Books > Business & Money > Industries > Sports & Entertainment

Customer Reviews

I have used Robert Marich's book, *Marketing to Moviegoers*, as a foundation text for a college level class in Entertainment Marketing that I teach for Boston University's Los Angeles Program. As a working professional with decades of experience in motion picture marketing, I've found this book to be accurate and thoroughly researched. In fact, I first met the author when he prepared some of the

most detailed and carefully prepared reports for Variety and a premium industry insight newsletter. I witnessed first hand the care that he took in preparing the first edition of Marketing to Moviegoers and I have seen him meticulously update the book to reflect the sweeping changes that impact every aspect of movie production, distribution and marketing. A great value of the book is that it presents the fundamental elements of a marketing campaign. The exact tactics and individual elements of marketing campaigns will vary, change, morph or even disappear. But the fundamental concepts, principles and steps, the things that everyone involved in producing and selling entertainment, and especially movies, must consider are all presented clearly in this book. It is a great resource for moviemakers, marketing professionals, and students.

I'm a student studying Business Management with a concentration in Marketing, and my career focus is in the entertainment industry. Because my college, and most other colleges, don't have a focus of film marketing, I had to do some digging myself. I came across this book, and I couldn't be more thrilled about it! When most people hear someone say "entertainment industry", they think in terms of actors, singers, and entertainers. But most don't realize that these people and their projects such as films, and even albums are just a product being sold by a business. A movie is a product. An actor is a product. An album is a product. And just like any other product, it needs to be marketed in order to be intriguing to an audience. Marketing to Moviegoers tells all about the process of getting a movie ready to be seen by the public. Millions of dollars go into marketing films, and a ton of time is spent making the best possible marketing campaign for films. This book gives all the details, from start to finish about how major studios as well as independent studios market films to reach mass audiences. I absolutely recommend it, whether you're interested in film marketing, or if you're interested in directing or producing films, you need to know how to get your piece of art out to your desired audience.

Many would-be filmmakers aspire to write and produce a great film and have it launched into the world to rave reviews, but they do not realize that marketing plays a role that is an important, and many times more important, than the quality of the narrative itself. Marketing to Moviegoers explores the essential elements of marketing films. It should be used in every film school. But sadly, too many film schools do not devote enough study to marketing, and so their students are left with only half the tools that they so desperately need. Film instructors need to assign this book as required reading. If not, students need to demand it. Both will profit from it. Gene Del Vecchio, Author of Creating Blockbusters

This is an invaluable source for indie film makers. I have produced and directed several successful indie genre pics and this author's work had helped me avoid many conceptual and practical pitfalls of production and distribution. Know the rules BEFORE you play the game. It will save you time, money and, more importantly, it will help you get your work out there.

This book delves into everything from concept testing and surveys to trailers and projection equipment and even the special challenges posed by foreign-language films. It should be required reading at all film schools. I'm a long-time film journalist that never came across anything that explains film marketing so completely.

I am a student at Sarah Lawrence and this book was absolutely pivotal for my project! Anyone interested in Marketing or Film or Marketing films should absolutely read this book. I suggested that my professor make it a required text for her producing class.

[Download to continue reading...](#)

Marketing to Moviegoers: A Handbook of Strategies and Tactics, Third Edition Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Strategies & Tactics for the Finz Multistate Method, Third Edition (Emanuel Bar Review) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Affiliate Marketing: Learn to make crazy

money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Marketing Confidential: 101 Secrets to Increase Profits in the Construction Industry: Essential Tactics About Marketing, Business Development, Business Planning and Strategic Planning Facebook: Facebook Marketing: 25 Best Strategies on Using Facebook for Advertising, Business and Making Money Online: *FREE BONUS: 'SEO 2016' Included!* ... Marketing Strategies, Passive Income) SEO 2016 Learn Search Engine Optimization With Smart Internet Marketing Strategies: Learn SEO with smart internet marketing strategies Public Relations: Strategies and Tactics, Study Edition (9th Edition) Guerrilla Marketing for Job Hunters 3.0: How to Stand Out from the Crowd and Tap Into the Hidden Job Market using Social Media and 999 other Tactics Today (Edition 3rd Updated) by Levinson, Jay Conrad, Perry, David E. [Paperback(2011) £5.99] Make Over Your Marketing, 12 Months of Marketing for Salon and Spa: A guide for how-to make over every aspect of marketing in the salon and spa

[Dmca](#)