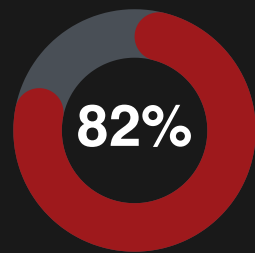
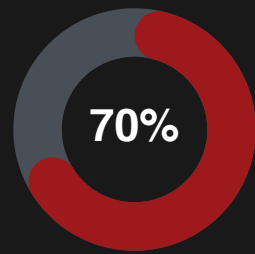


## BUT WHY SOCIAL MEDIA?

### WHO? LITERALLY EVERYONE.



of Americans between 18 and 49 years old use at least one social media site



of U.S. Adults use Facebook daily



72% of all U.S. men use social media

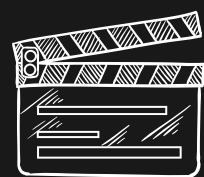


76% of all U.S. women use social media

140  
MILLION

Instagram users from the U.S.

### BUT.. FOR FILMS? KNOW THE FACTS.



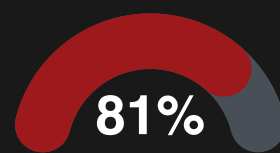
Activity on Social Media Platforms has statistically the highest impact on the decision to watch a film in cinema

Social networking activities are one of the key social norms of consumer behavior for [film recommendations](#)

In 2021, [MasterClass](#) explains [social media marketing has outweighed TV marketing](#) for everything from indie film shorts to big screen superhero franchises

"there's no getting around the fact that [Facebook](#) and [Instagram](#) hold some of the [most powerful tools](#) to reach people and manipulate their [decision-making](#)—including their [choice of which movie to see](#) on a given weekend."

- [Filmmaker Magazine](#)

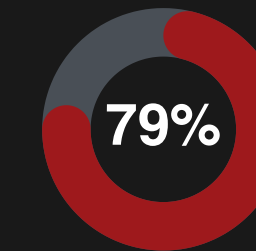


percent of US moviegoers use Facebook

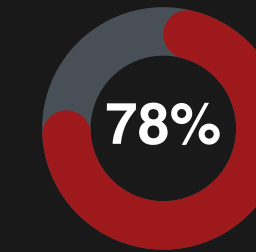


One in four Instagram users have posted images related to movies they recently saw

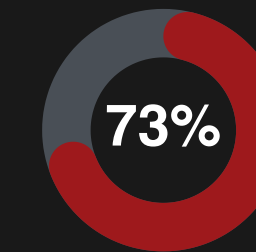
## WE WANT ACTION!



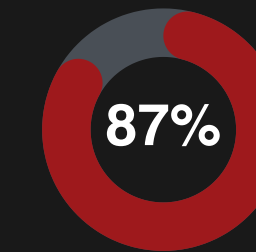
of users reported [taking action](#) (learning more about the brand, clicking on their website, etc.) after seeing a brand being [mentioned by other people](#)



of American consumers say they've [discovered products on Facebook](#)



of [U.S. teens](#) say Instagram is the best way for brands to reach them about new products or promotions



of people claim that they were moved to follow a brand's page, visit their website or [make a purchase after seeing an ad on Instagram](#)

Resources: Nielsen, Statista, Later Media, Taylor and Francis

**DON'T BELIEVE US?**  
Read more from Indie Film Experts: [HERE](#)

# WHAT'S INCLUDED IN OUR ESSENTIALS PACKAGE



**Digital Marketing Strategy Deck:** DZL holds a week long intensive branding strategy session to craft a digital marketing deck complete with everything we will need to promote your film



2

## SOCIAL PLATFORMS

Facebook + Instagram

Content per platform:

- 24 feed posts
- 3-8 weekly stories
- Reshare tagged posts as appropriate

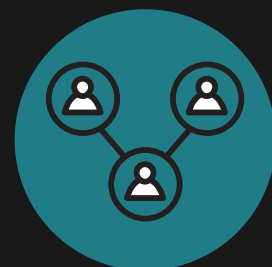


3

## ADVERTISING

Campaigns:

- Awareness + Engagement (on social accounts)
- Web Traffic (to purchase/watch links)



4

## COMMUNITY BUILD

Proactive + Reactive engagement consistent in your brand's voice.

Real people connecting with you audience via comments, likes, reshares, DMs, follows, viral trends, and more.



5

## OTHER INITIATIVES

- Compelling Creative
- Campaign Development
- Social Platform Audit + Optimization
- Cast + Team Integrations
- Linktree Setup + Maintenance
- Coordination + Digital Implementation of PR Hits



6

## INVESTMENT + TIMING

**Service Cost:**

\$10,000

**Ad Budget:**

\$3,000

**3 months**

(covering one release window: VOD, SVOD, AVOD, etc)

# WHAT DOES THIS EVEN MEAN?

## STRATEGY DECK

DZL will strategize internally to craft a digital marketing deck complete with everything we will need to promote your film. This deck will include:

- Content pillars
- Themes
- Messaging
- Hashtags
- Content ideas
- Ad campaign timeline
- Audience build (audiences + targets)
- Engagement strategy

## COMPELLING CREATIVE

We are short-form content masters. We don't develop anything over 2 min. but we know how to ensure the message is clear + consistent throughout content. These are the creative pieces we provide:

- End cards
- Social media friendly clips
- Correct image + video formatting
- We know social creative specific to films
- Staying up to date with algorithms + trends

## SOCIAL PLATFORM AUDIT + OPTIMIZATION

We dive into your current platforms and ensure everything is optimized on the backend, as well as, the front end.

## LINKTREE

In place of a website, all users will be driven here to watch the film and will include all platform options available. This will be an ongoing, continuous subscription charged monthly onto a credit card you provide. It is a \$6/month charge.

## COORDINATION + DIGITAL IMPLEMENTATION OF PR HITS

We will work in tandem with your PR teams to ensure that PR hits maximize social media presence and our strategies align.

## ADS

Our main goal is to drive awareness + engagement to social profiles and posts as well as drive users to a link to watch the film. We will build custom, data driven audiences that are optimized throughout your campaign.

## ENGAGEMENT / FOLLOWER OPTIMIZATION

Optimal level of engagement on socials done in your brand voice - we continue building an organic community by interacting with quality / select accounts and hashtags using:

- Proactive engagement
  - i.e. targeted engagement with your current community and new communities
- Reactive engagement + notification checks
  - i.e. comment responses, follows, likes, DMs

## CAST + TEAM INTEGRATION

We will consistently engage with the cast + team on socials through tags and mentions as well as implement an organized system in which we can efficiently and effectively maximize participation / involvement (i.e. sharing social assets they can easily post on their own accounts, sending them direct links to reshare from the film's socials, keeping them up to date with all activations / initiatives so that they can directly help promote and participate).

## UPGRADES / ADD-ONS



**CHECK OUT OUR  
OTHER AVAILABLE  
UPGRADES OR ADD  
ONS FOR YOUR  
STRATEGY.**

*Pricing dependent on scope  
(a custom proposal can be provided)*

ADMIN@DZLCONSULTING.COM

**CURIOUS ABOUT  
SOMETHING YOU DON'T  
SEE ON HERE?  
ASK US!**

### ADDITIONAL SOCIAL PLATFORMS:

- TikTok, LinkedIn, Twitter, Pinterest, Youtube

### ADDITIONAL RELEASE WINDOWS

- VOD, SVOD, AVOD, etc)

### INFLUENCER + BRAND OUTREACH/INTEGRATIONS

### GIVEAWAYS

### INTERVIEWS

### EMAIL MARKETING CAMPAIGNS

### STREAM/ LIVE EVENTS

- IG or FB Live

### CROSS PROMOTIONS WITH BRANDS

### INTERACTIVE RED CARPETS

### ADDITIONAL CONTENT / CUSTOM POSTS (OR MONTHLY INCREASE)

### CUSTOM WEBSITE BUILDS + MAINTENANCE

### ONSITE EVENT PHOTOGRAPHY / VIDEOGRAPHY COVERAGE

### AD PLATFORMS

- All social platforms plus:
- Google
- Tubi
- Hulu