Social Media, Crowdfunding & Viral Views – Consulting for Filmmakers

Kirsty Stark & Ella Macintyre are part of Epic Films, the team behind SA's highly successful *Wastelander Panda.* Together, they helped to drive its viral success, with results including:

- 10,000 video views in the first 24 hours, and 100,000 within 5 days
- More than tripling the size of Epic Films' Facebook fanbase to over 1800 fans
- A highly successful crowdfunding campaign, which raised $25,000+ and attracted the highest ever number of supporters for a film project on Australian crowdfunding website Pozible.com.

Kirsty and Ella are available for consulting across any of the following areas, or can construct a tailored overarching plan to assist you in creating maximum impact for your film – or other creative project – online.

Social Media

Kirsty and Ella can assist in building a social media presence for your film or company across multiple platforms, including Facebook, Twitter, Tumblr, Pinterest, YouTube and Vimeo. Learn to:

- Set social media goals that fit your project and its audience. Do you want Facebook fans, Twitter followers or both? Would you prefer to build a mailing list that you can email updates to on a regular basis?
- Identify your audience and find out where they have an online presence, in order to tap into relevant websites and social media groups.
- Find out exactly who is watching your video, learning not only their gender and location, but which websites they accessed your film from; then use that information to create a targeted marketing plan.
- Craft your project's online presence in order to build the biggest possible buzz amongst your audience.
- Sell merchandise with no initial outlay or financial risk.
- Narrowly target a Facebook ad to reach one individual with highly specific interests – or broaden it to include your entire target audience.
- Set up uniform branding for project across your website and social media platforms, including Facebook, Twitter, Vimeo, YouTube, Tumblr and Pinterest.
- Learn the difference between the multitude of existing social media sites, and discover how each one can best be utilised to help you meet your online goals; whether they be video views, followers, or sales of DVDs and merchandise.

Crowdfunding

Crowdfunding for creative projects has exploded in popularity in recent months, but it's not as easy as putting a page up on Kickstarter, sitting back and expecting the money to roll in.

Kirsty and Ella can help you navigate the ins and outs of crowdfunding. As well as driving *Wastelander Panda's* success, they have offered advice to other successful projects, including the feature film *Canopy*, which raised over $23,000 for post-production.

They can help you:

- Decide which funding website you should use, and why.
- Set an achievable crowd-funding target for your project.
- Identify appropriate rewards for each funding level.
- Design your crowdfunding page and design your pitch video to have a maximum impact on potential supporters, and convince strangers to donate.
- Create a crowdfunding strategy for your campaign that utilises social media, traditional media and existing relationships for maximum audience reach.
- Get past the inevitable plateaus throughout your campaign and reach your target.
- Use crowdfunding alongside social media to build an audience for your project.

Viral Views

Kirsty and Ella can help you launch your film online for maximum viral impact. Discover how to:

- Identify your target audience and create a release strategy centred around the way they use the internet
- Set up your Vimeo or YouTube page for maximum impact, from page branding through to video thumbnails.
- Embed videos on your website to be viewed by your regular visitors.
- Analyse statistics from your launch in order to focus your energy on the areas that are working, and re-strategise those that aren't.
- Get your video featured on major blogs and websites.
- Release your video on Facebook and Twitter and utilise your existing fan base to spread your content across the globe.
- Engage with your fans via social media and keep them wanting more.
- Launch your film at specific times of day in order to reach your online audience in 'prime time.'
- Utilise your film's success to build your Facebook and Twitter followers and mailing list subscribers.

Pricing

*block pricing to be paid in advance (hours can be split)
*minimum session time 1 hour

- 1 hour - $100
- 3 hour block - $280
- 5 hour block - $450
- 10 hour block - $850

MRC-Funded Production Teams:

- 1 hour - $50
- 3 hour block - $140
- 5 hour block - $225
- 10 hour block - $425

Contact

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