

A Simple Guide To: DIGITAL MARKETING

Marketing your events online can be as simple or as complex as you want it to be. To get you started, here are some easy steps to promote your event online.

EMAIL

Got an mailing list? Then use it. Nothing is easier than directly telling your audience what films you are showing and what events are coming up than sending them an email! Open rates vary from mailing list to mailing list, but you can entice your subscribers by having an engaging and exciting subject line!

EXAMPLE: “Trick or treat yourself with our upcoming horror screenings this October!” (CINEWORLD)

Also, make sure to plug your mailing list on your website and social media to encourage people to sign up.

SOCIAL MEDIA

Facebook, Twitter and Instagram are all great ways to promote events to your target audience.

Whether it's uploading photos, trailers or sending out event invites, there are some simple things to increase engagement.

- **Hashtags**
On Twitter and Instagram, using trending topics and hashtags where appropriate - e.g. #MondayMotivation #TuesdayThoughts #WednesdayWisdom #ThrowbackThursday #FridayFeeling #FemaleFilmmakerFriday (2 at most on Twitter). Also, make sure to tag people who are in the image or who might be interested in the post!
- **Start a conversation**
Ask questions and conduct polls with simple questions relating to your event to increase awareness and engagement.

e.g. Who's your favourite comedy genius? What's your favourite comedy film?
- **Get visual**
Photos, posters, trailers - nothing is more engaging than a visual medium! (Just make sure the images are hi-res and the right size (1024 x 576 pixels generally work across all platforms)
- **Inspire**
Inspirational, funny or otherwise highly-shareable content from icons of the seasons

The ideal social media post template should be: Copy > Call To Action > Link > Hashtag > [image / video / gif]

ONLINE ADVERTISING

- Paid social media advertising helps you to target specific audiences based on facts such as age, location and interests. It is a good way to engage people who might not normally be aware of your events.
- Keep copy short and to the point and include a Call to Action and imagery/video.
- Use subtitles on video content if there is an .srt file available as most people view video content without sound
- Set your budget and campaign length for however much you want to spend/the advertising to last for.

GDPR

You've heard the term, but do you know what it is? Essentially, it's all about protecting people's data and this means ensuring that they have the ability to opt in (and opt out) of being contacted by you, managing their preferences and viewing your data policy at all times.

A Simple Guide To: CREATING A FACEBOOK AD

Whether you use the social media platform or not, Facebook ads (or boosting posts) are a great way to promote your event to a specific audience. Whether you're looking to grow and diversify your audience or target an event to a particular age-group, Facebook ads can help you do that... plus they're nowhere near as complicated as you may think!

1. Create a message

More than likely, your venue's Facebook page is constantly being told it should create some personalised ads... so take them up on it, just keep your message clear and simple.

Most ads can be put into two camps: they either want to grab the audience's attention and engagement (a trailer or video) or they are designed to drive them to a particular action (such as buying tickets or downloading an app). In the case of most venues, the CTA is simple, get audiences to buy tickets for your event!

But why should they? Using quotes from reviews or highlighting why your event is unique is a great way to get people to buy tickets.

a) *"Burning is the 'angry-as-hell' movie we need right now!" - VICE*

Discover the latest film from Lee Chang-Dong, one of South Korea's most incendiary film-makers, starring Steven Yuen (Sorry To Bother You, Okja).

Read more and book tickets: [LINK]

b) *"Sex, envy and pyromania"*

Join us for a special event discussing the themes of Lee Chang-Dong's latest film Burning. This screening will be followed by a Conversation on Cinema discussing desire, repression and obsession and their roles in today's society.

NB: KEEP IT SHORT

2. What audience do you want to target?

Once you've set the messaging for your ad, you then need to decide who gets to see. Facebook Ad lets you refine and target a specific audience based on their location, demographics, age and interests. This can save no much time and money and reach potential audiences much more likely than a newspaper ad or tweet would. Make sure the audience isn't too broad or too narrow!

E.G.: Don't put "FILM" as an interest, but more specific/niche topics that might appeal to the audience you're trying to reach such as "JAPANESE CINEMA" or "SCANDINAVIAN DRAMAS"

3. A headline!

Arguably the most tricky part of any ad. You want something fun, easy to understand and conveys the message that you're trying to get across without being boring and wordy. To ensure this, Facebook has implemented a word count so try to keep it brief!

A quote always helps to sell your film, but failing that an eye-catching title or some sort of word-play/pun is always popular.

4. A striking image

Obviously an image is key, so make sure it's an eye-catching one. Using the film poster or official stills is a natural starting point as they're available to use and have been chosen to best sell the film. Just make sure they're landscape so as to best fit the Facebook ad format. Also, if it matches and/or contrasts your copy in some way, then that interplay will always help to sell your event.

Many people opt to also share their Facebook promos on Instagram as well in order to also reach their audience that are based there. In that instance, be sure to use a square image so they appear correctly formatted across both networks.

5. Set how long you want the ad to run and for how much!

The most important part: Select the time you want the ad to run for and how much money you want to put behind the ad. Obviously, the more money, the more people it'll reach over that time period.

And that's it! Good luck! Oh, and here's [Facebook's official Help guide if you need it.](#)