

MARKETING STRATEGY

The marketing strategy includes using the Internet, print advertisement, and a promotional tour. We will create film posters for distribution into barber shops. For the Internet marketing strategy will use virtual relationship hyperlinks, online digital film screeners, and virtual marketing. We will use the virtual relationship hyperlink marketing by connecting to articles about marriage and relationships. We will send online digital film screeners to perspective sales agents, distributors, etc. We will accomplish viral marketing by free distribution of trailers on movie-oriented websites, video user-generated-content websites, and rapid dissemination of links connected to emails and blogs. We will add to the Internet marketing campaign by using paid advertisement and social media marketing. We will use paid advertisement in magazines, dating websites, and inserts in books. We will also schedule a promotional tour for the film. The promotion tour will include showing clips from the film.

In addition, we will develop a plan to market to men specifically. Marketing to men requires considering favorite pastimes according to generations. When it comes to favorite pastimes of men, three distinct generations emerge: 12-24 year olds, 25-44 year olds, and 45-64 year olds. Each group prefers to spend their leisure time differently, which means marketers need to tailor not only their message, but also their message placement, if they want to attract consumers in more than one age group. Most men between the ages 12 to 24 enjoy spending their on video games and sports. Men between the ages 25 to 44 enjoy the Internet and TV. Men between the ages 45 to 64 enjoy TV and the Internet. Most men enjoy multimedia, no matter what their age. Advertising to men requires the usage of different types of media.