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<http://www.showmethescreenplay.com>

*How to Use Facebook, Twitter and Other Social Media to
Create Dedicated Fans for Film, TV or Animated Projects*

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Introduction

You have just completed your feature film, television show or digital project and, after the headaches of production, you now have managed to sell the project to a distributor. Only problem is that the distributor says you have to help with the marketing. Now what?

Your credit cards are already maxed out. So you need to do marketing that doesn't cost megabucks. A friend suggests you do a social media promotion campaign. You look at the friend as if she's from Mars.

A campaign on Facebook? That's for teens. And Twitter? Isn't that the sound a bird makes on your bathroom window ledge.

The belief that Facebook is just for teens is already very outdated. Things on the internet change at, well, the speed of light. Facebook has opened its pages to promoting business ventures IF you know how to do it correctly.

And because of the nature of Twitter, it can be one of the most effective online social media marketing tools. Of course, combining social media platforms can create even greater results.