

ONLINE MARKETING STRATEGY FOR

A CURE FOR WELLNESS

PHASES

# PROJECT BREAKDOWN

PHASE ONE	THREE MONTHS
PHASE TWO	TWO MONTHS
PHASE THREE	TWO MONTHS

# OVERVIEW

- Increase film awareness using [covert social media](#) campaign
- Use strategically placed keywords, articles, and links, to increase [topic recognition](#) and dialog
- [Monitor trending](#) results for maximum time spent engaging our leads
- Work full-time [increasing focus](#) on film themes until release
- Flood the identified arteries with [film website links](#) once in theaters

# GLOSSARY

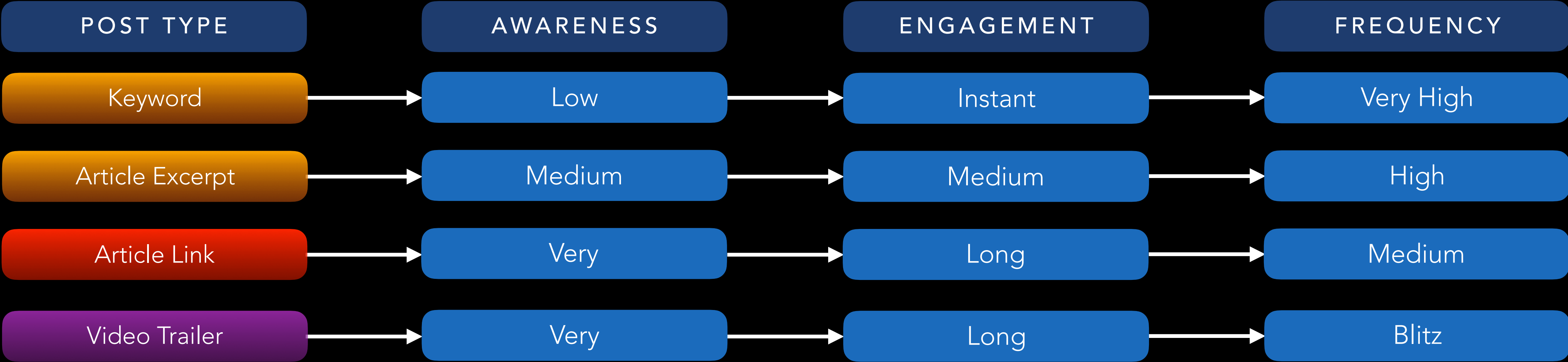
- **Keyword** - a single word not commonly used but directly related to the film
- **Article Excerpt** - a fragment of a larger article posted in social media
- **Article Link** - an article link that contains detailed film related subject matter
- **Video Trailer** - a link directly to the film website / YouTube trailer

PHASE ONE

PHASE TWO

PHASE THREE

# EFFECTIVENESS CHART



ABILITY TO CATCH THE EYE

EFFECTIVENESS OVER TIME

HOW OFTEN

How noticeable this content type is to social media.

The lower the awareness, the more this technique will have to be reused to imprint on the reader. High awareness will be reused far less if not a single time.

The smaller the content, the more often this technique will be used.

- PHASE ONE
- PHASE TWO
- PHASE THREE

# STRATEGY

Keyword

Light

Article Excerpt

Medium

Create content that puts our desired keywords into proper context. Heighten social media awareness of this nomenclature thus preparing them for articles and eventual film website.

Article Link

Heavy

Create extended phrases and deeper concepts to prepare social media for phase three.

Video Trailer

Heavy

Final content engages the film's foundational science and overall themes of conflict while directing to the view to the film trailer.

PHASE ONE

PHASE TWO

PHASE THREE

# POSTING LOCATIONS

- [New Posts](#) - create original discussions on social media outlets
- [Replying To Existing Posts](#) - link to existing discussions
- [Our Posts](#) - posted from our destination website

# ROUTING



PHASE ONE

PHASE TWO

PHASE THREE



# METRICS

All results will be monitored 24/7 to develop and capitalize on trending keywords, articles, and posts. As each method results in desired discussions, we will double our efforts to spread this content as widely as possible. Traffic will be monitor by several techniques:

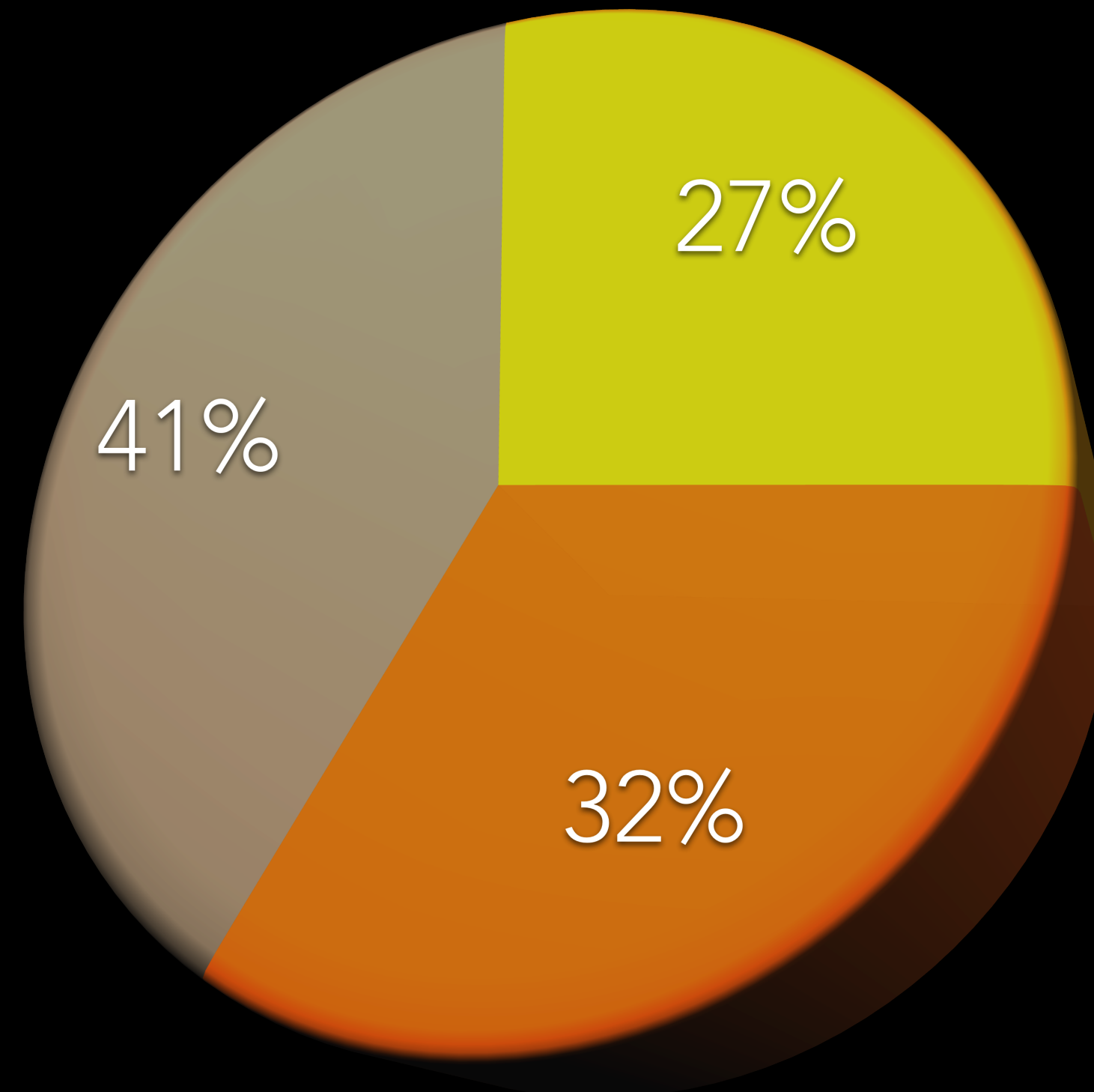
- [Discussion Length](#) - Facebook and other social media reply and “[Like](#)” counts
- [Social Media Group Subscriptions](#) - dedicated members counts and ongoing discussions
- [Blog Site](#) - WordPress metrics / Google Analytics
- [Film Site](#) - traffic from above efforts tracked by film site analytics

# CAMPAIGN INTEGRATION

Once this campaign is green lit, we will:

- Ensure keyword, article, and overall strategy **compliments** the film's end goals
- Ensure the **film website analytics** clearly display our results
- Submit techniques to **monitor the campaign** as it unfolds

# PAID PROMOTION BUDGET



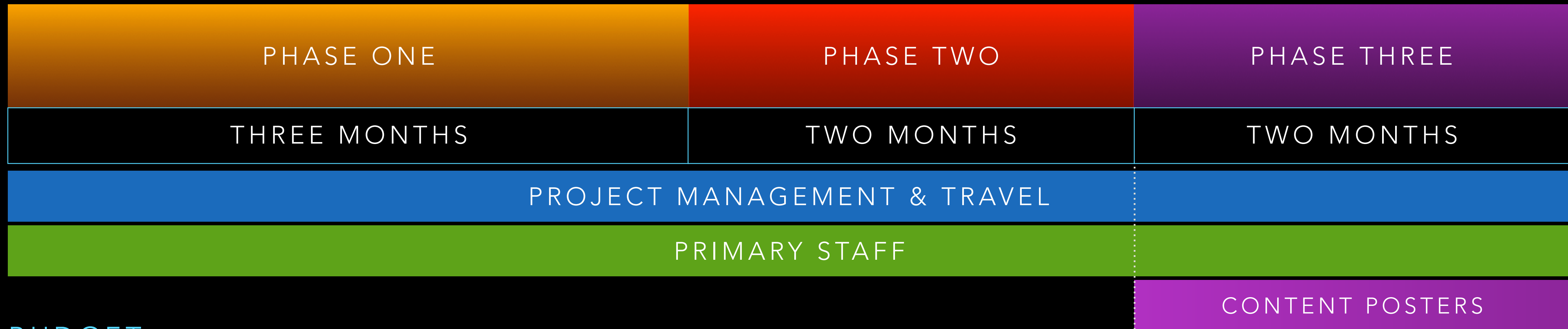
As we gain more insights into the effectiveness of these methods, the budget can be re-allocated to increase our results.

● Unknown Venues  
\$30,000

● Blogger Articles  
\$35,000

● Social Media Promotions  
\$45,000

# PROJECT PHASES



## BUDGET:

Project Management Travel : \$25k

Technical Asset Upgrade: \$18k

Paid Promotion: \$110k

Mark Lowe: \$15k/month (\$105k)

Primary Staff: \$7k/month (\$49k)

Three Content Posters: \$5k/month (\$30k)

TOTAL ESTIMATE: \$337K