



# WEB SERIES MARKETING THE CHECKLIST

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There are hundreds of new web series uploaded online every day! And still many of them get buried under the thousands of clicks going on every second! So how do we get our shows in the eyes of the viewer? **WE PROMOTE IT!!!**

### **For all Web Series Producers. For all Web Show Creators.**

We all know how important it is to promote our web series and still, we tend to over look it! It happens to experienced producers as much as the “rookie” in the first few drafts of their very first screenplay. The reasons are many. The main one is that we fail to start thinking about promoting the story in the early stages of writing. To help us with that, I decided to put together something very special for web series producer: **WEB SERIES MARKETING - THE CHECKLIST**. I hope you find it helpful! It consists of 15 elements that, used properly, will help our Web Series and their audiences come together.

Nevertheless, we should keep in mind that not all stories are the same, not all shows need or can handle all of these elements, and that hard work is needed to reach our potential audience. We should use the checklist as a starting point and edit it through experimentation.

**Be true to your content, be true to your audience, and get notice.**

# Online Marketing Priority

Without these actions your web series is not going anywhere. They are in order of importance

- ✓ **Create a Website/blog** Make it awesome, and make it soon, make it functional. Post at least the trailer or promo in there with a newsletter sign in form - even before you start shooting. My recommendation: use a WordPress site. If you still don't have a promo you can still publish your synopsis and the sign in form to your newsletter.
- ✓ **Make a Video Promo or Trailer** This is your most important piece before you launch the series. Make it 1:30 min - not more than that. It has to make people want to watch every episode. Make sure you test it and be open to making changes if considered necessary.
- ✓ **Create a Youtube Channel** Make it look as much as your website as you possibly can. Upload the promo and any other extra videos you might have that present the people who made the show as well as the cast. Promote your channel with Facebook, Twitter and throughout the YouTube community.
- ✓ **Create and Maintain a Newsletter** The most direct and effective way to announce new episodes and other important things about your show (like winning an award!). With MailChimp you can get started for free with up to 2000 subscribers. Don't spam people, just use it to announce new content.
- ✓ **Create and Share Facebook Page** Make sure you have a landing page for people who are first time visitors. The page should encourage new visitors to "Like" your page to access the content. Update often and interact with users.
- ✓ **Open a Twitter account** Build a following before you shoot the show. Research other twitter accounts that are similar to your web series or web show and start following and interacting with their followers. Try 10 new follows a day. Follow and start a conversation. Repeat.
- ✓ **Collect Behind the Scenes Videos and Photos** Make sure you get some behind the scenes footage and pics during production. The best quality the better, but footage from an iPhone or a flip will suffice most of the time, as well as the pics from most smart phones.
- ✓ **Shoot Interview videos with the actors** These are more important to have well produced and with good sound, as opposed to other "Behind the Scenes" footage. Don't miss them. Even if you are done with production you have to interview your cast.
- ✓ **Shoot Interview videos with directors, producers and writers** As important as the cast, It will help the audience understand, from the key players, where the story and the production comes from. They love these stories.

# Offline Marketing

Most people's primary access to the internet is their smart phone. Today people can spend 5 to 10 minutes watching a video while riding the bus, or waiting in the line at the bank. In big urban areas this works specially well. Some of this will cost you some cash.

- ✓ **Throw a Launch Party** Invite everyone that worked with you, the people that gave you the money to make it and the people that will help spread the word, sponsor it, and even potential distributors. Do a nice reception and show the first episode, or the first two (your decision should depend on how the show is structured). Do this party the night before the online launch.
- ✓ **Make Posters** The website's url must be clear. Invite people to see the show in their smart phones, or download it from iTunes (if you have an iTunes feed.) Place the posters where your target audience tends to be passively waiting.
- ✓ **Make Postcards** The same concept of the posters but more intimate. Get the cast, crew and other people to share it with friends. Place it close to the cashier in a coffee shop. Get a friend of yours that bartends to give it away at their bar, or at the movie theater, where people sometimes wait to long before the previews start.

# Other Marketing Elements

If you are ahead and have some extra help, these are the elements that you don't need but could make a big difference if you can go the extra mile.

- ✓ **Design Internet Banners** If have some money to pay for PPC ads, or have ways exchange ads with someone else you need to have his digital banner ready.
  - ✓ Leaderboard (728 x 90 pixel)
  - ✓ Full Banner (468 x 60 pixel)
  - ✓ Half Banner (234 x 60 pixel)
  - ✓ Rectangle (180 x 150 pixel)
  - ✓ Square Button (125 x 125 pixel)
  - ✓ Skyscraper (120 x 600 pixel)
  - ✓ Wide Skyscraper (160 x 600 pixel)
  - ✓ Micro Bar (88 x 31 pixel)
  - ✓ Large Rectangle (336 x 280 pixel)
  - ✓ Medium Rectangle (300 x 250 pixel)
- ✓ **Write or Shoot a Press Release** One page or a one to two minute video that talks about the release of the show, where can it be seen, who is behind it, and what is unique about it. Send this out to blogs, print publications, forums related to your audience. Make sure to include the link to where people can find you.
- ✓ **Open a Blip.tv Account** Whether you need the basic or pro account that is up to you. I think you can start with the basic account. They have the clearest advertisement share revenue system. With your account you get to create a dedicated channel of your show and you can also distribute from blip.tv to other sites like youtube, twitter, funny or die, facebook, even create your iTunes Feed.

# Your Own Elements

Because all project have different needs, and all producers different strategy, I invite you take at least an hour to write down the other elements you need to help your series get viewers and get noticed. Remember, experiment and share your results so we can all learn about it.

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## About the Author

Thank you very much for downloading [WEB SERIES MARKETING - THE CHECKLIST](#). I hope you find it useful.

My name is Javier Perez-Karam. I have been involved in developing and creating digital stories for the last 5 years. Some of them have been produced, some have not. As more and more content comes out, and I get to talk with more Web Series Producers **I have been observing one constant problem: sustainability**. We make shows with little money (even most of the commercials allocate almost no resources to digital video content), and we don't really understand how to **make the money back**. We all take it as a labor of love. Unfortunately, love can only make you so many episodes. I started writing the blog [MakingWebShows.com](#) with the purpose of exploring the process of creating that sustainability.

From observation and experience, I have come to the conclusion that the areas where almost all Web Series struggle are **MARKETING** and **PROMOTION**. *"But I am a filmmaker, I am not a marketer."* Bad news my friend, we all have to be marketers and tech savvy - **or have someone in our team who is!** Or we can be struggling artists for ever. I want to keep telling wonderful stories, in a sustainable way. What do you want?

So here is **my first gift to the community** and to all my fellow Web Series Producers. Hopefully it will spark **conversation** and **evolve** in form and content as we evolve as Web Content Producers, and soon independents will be competitive and self-sustainable.

Feel free to share your thoughts and ideas with me at [javier@makingwebshows.com](mailto:javier@makingwebshows.com) or just drop me a line to say hi!

You can also follow me on twitter [@perezkaram](#) - looking forward to debate and interaction!