

Movie Platform Best Practices

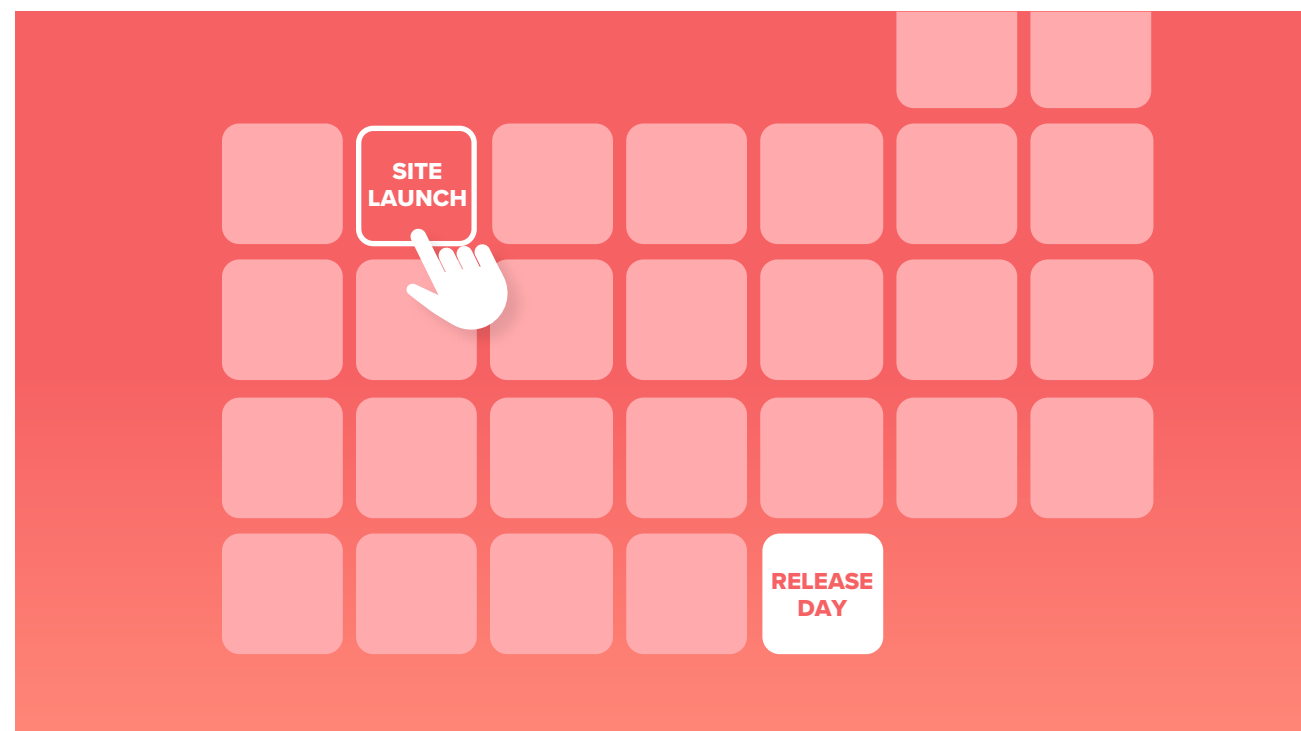
Campaign Strategy

Leverage your site during 4 major phases of theatrical marketing

PHASE 1

→ Pre-awareness

Launch your site in advance of release, bringing users to your site early to utilise calendar reminders or sign up to a newsletter. Tease upcoming content and create excitement.



PHASE 2

→ Tickets on Sale

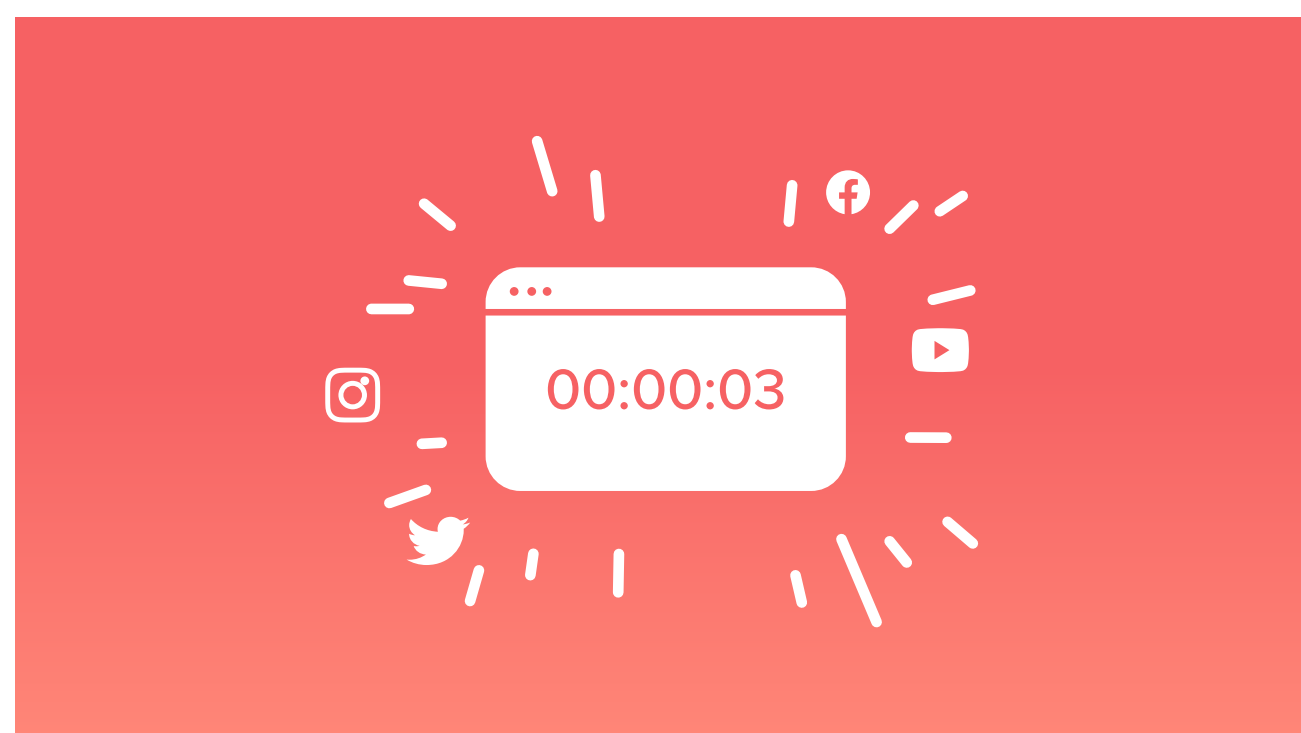
Build hype around your box office date, getting your audience excited for the day they can buy tickets. Use FOMO (fear of missing out) to eventize the day.



PHASE 3

→ Release Day

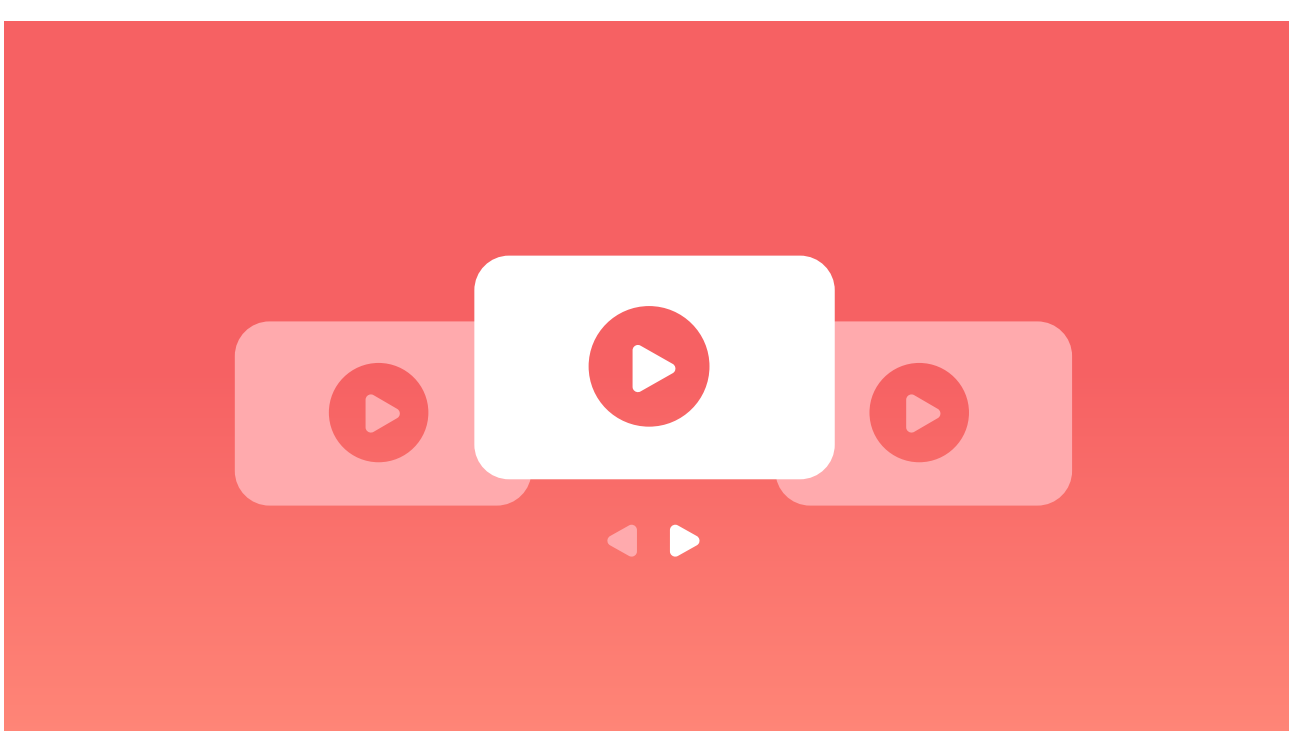
Count down to release in owned media and take advantage of impulse buys where users want to be the first to see the release.



PHASE 4

→ After Release

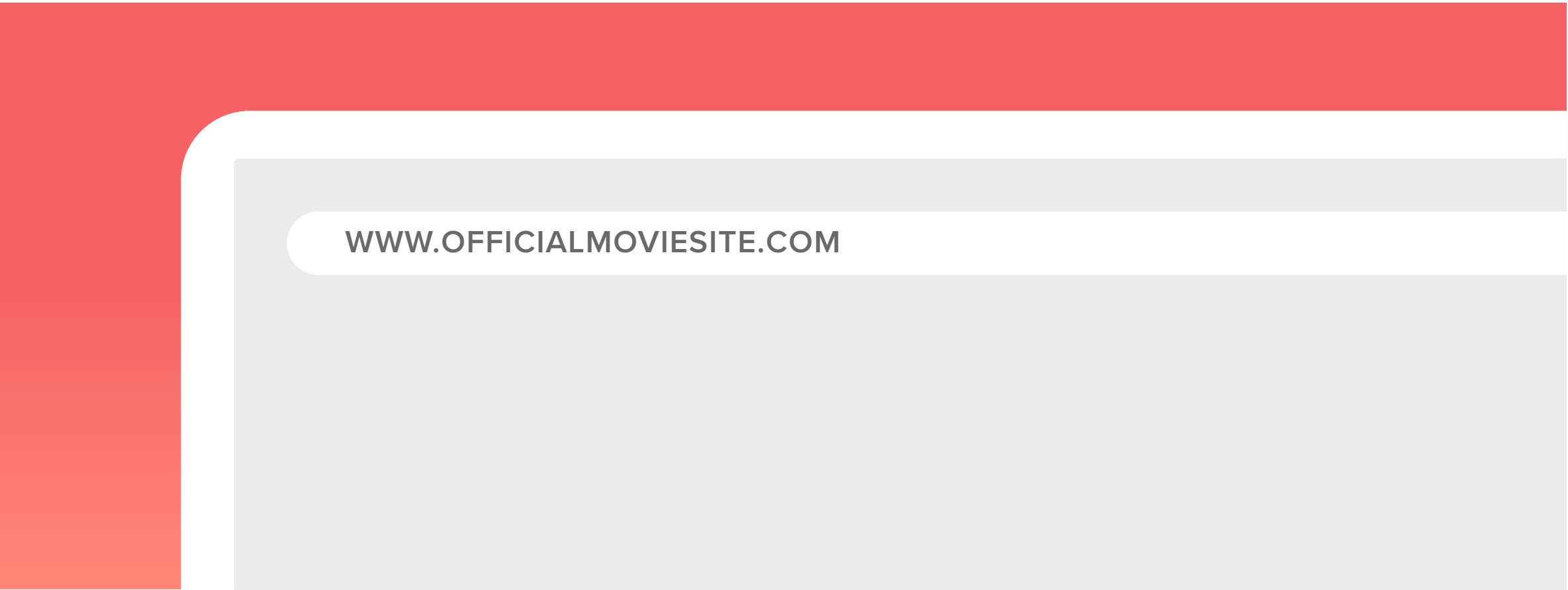
Continue promoting the platform to ensure residual sales and transition your site content to feature chosen Home Entertainment vendors with the support of additional Powster products.



Boost Reach

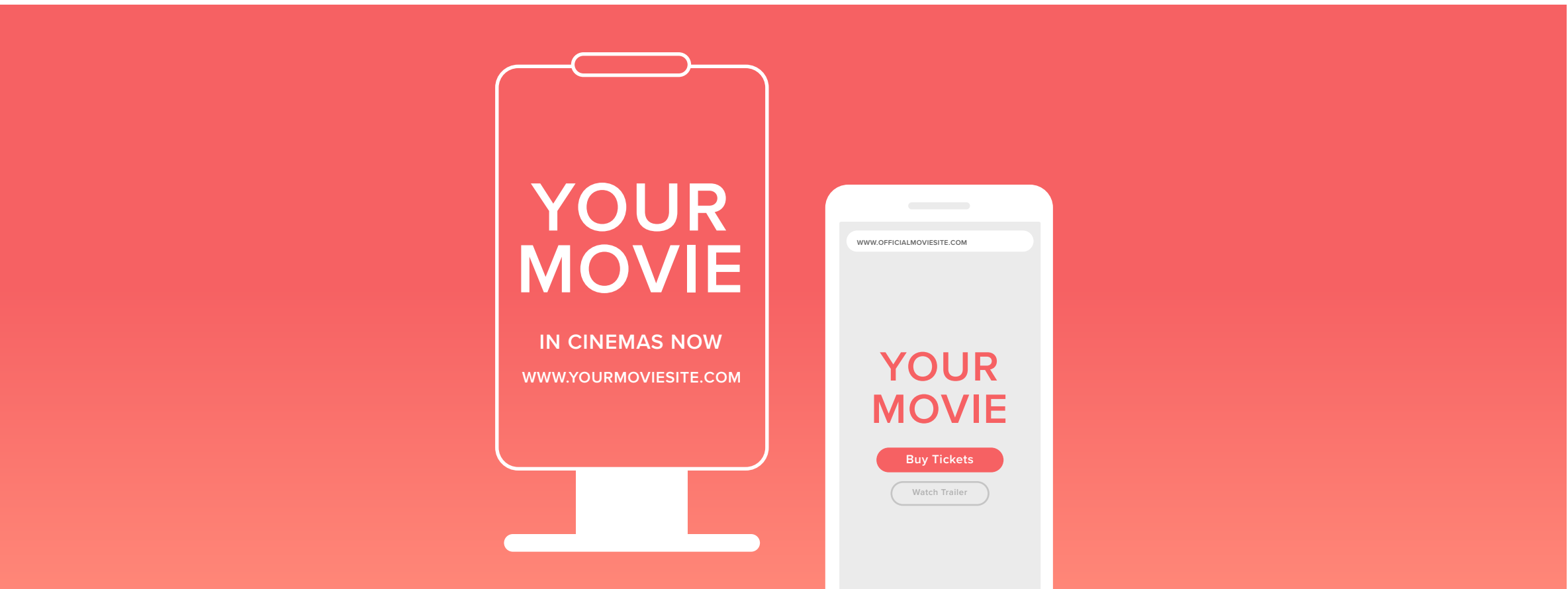
Reach the largest possible audience using your site link in key setup locations

Give your platform link officiality by including it on all owned channels such as the About sections of your Facebook, Twitter and Instagram profiles. Increase reach potential by using the link in your social posts, and as a call to action button on any other owned websites, which also improves your SEO (search engine optimisation) through backlinking.



Convert users from anywhere

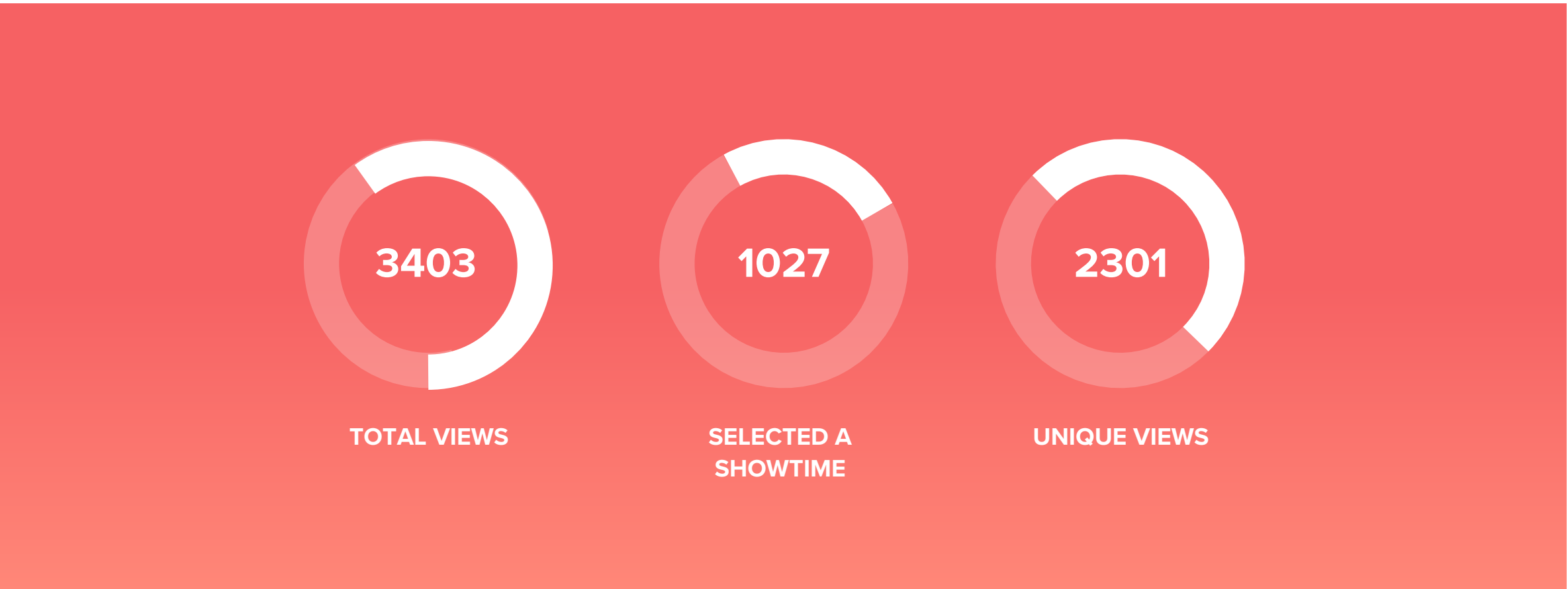
To streamline the user journey and capitalise on converted users, add your site link to any other related destinations or experiences, and share the link with supporting media agencies to include in banner ads. To reach your audience out and about, create a powerful call to action on traditional media by using your domain in outdoor advertising.



Measure Performance

Measure the performance of your campaign with tagged links, tracking pixels and retargeting

Use your provided analytics dashboard to review topline analytics for your site, and dig into Google Analytics for deeper learnings such as “where are my users coming from?” or “which On Demand vendor was the most popular?”. To track the effectiveness of your site link in specific media, use tagged URLs created in your Toolkit generator, and break down resulting traffic in GA to inform any future spend.



Use your own tracking pixels

To use additional tracking tools, simply send over conversion pixels (snippets of code exported from your ad software) for implementation on any specific events or user behaviour. To positively or negatively retarget users (show or not show the site again) later in your campaign, use a retargeting pixel in the same way.



Based on insights gained from your efforts, maximise your campaign throughout all phases and *make the most of your movie platform!*