

Your Online Publicity Schedule

A publicity schedule is a “calendar” designed to break down your publicity goals into daily/weekly/monthly actions, from content creation to pitching deadlines. The ultimate purpose of a publicity schedule is to “plan out” your publicity actions over the course of the film’s release schedule. If you have a dedicated publicist, he/she will create one for you, and if you don’t – you’ll need to create one on your own. An average indie film will need at least three to four months of active publicity prior to its release date. That means that if your film is scheduled to be released on April 15th, you’re pitching it to the press in January. This is where it gets tough, and that’s where you need to get creative; the plan you create isn’t as much a “plan” as it is an “answer,” an answer to the question: “How do I get my film noticed?” What are the individual steps I have to take to make sure that people know about my film and that people will go out to watch it? Here’s an example of a Publicity Plan for our feature film, *Pickings*:

January							2018
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
				1	2	3	
					Announce Trailer		
4	5	6	7	8	9	10	
	Official Trailer Release						
11	12	13	14	15	16	17	
				Picture from the Trailer, Plus Quote			
18	19	20	21	22	23	24	
	Trailer Boomerang with Quote From Movie						
25	26	27	28				
	Thanks for 10,000 Fans Post!	News Story, Pickings is coming.					

February

2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Coming to Theaters Announcement; Review Spot	2 3
4	5	6	7	8	9	10
Featurette #1 - About the Movie Comic Book Strip Graphic	Character Box - Introduce Jo. Katie Vincent Bloopier Video	BTS Photos Review Post / News Article	Merchandise Promotion BTS Throwback Thursday	BTS Stills Announce List of Cities	Box Poster - Publish List of Theaters	
11	12	13	14	15	16	17
30 Second Spot #1 Facebook Live Premiere Announce	Tickets Lottery Gift Bags Giveaway	Reviews, Print promo cards; giveaway	Character Posters 30 Second Clip From the Film	One Week to Premier! Announce	Something Red, Cocktail Recipe	
18	19	20	21	22	23	24
Character Intro (Uncle Boone) - Video	10 Second Mini Trailer	Official Posters, Promote	Box Poster - Movie Quote Official Movie Website Promotion	Soundtrack Pre-Orders Go Live!	Facebook Live Event: Red Carpet	10 Second Mini-Trailer; Share Stills from Red Carpet
25	26	27	28			
Box Poster - Don't Miss this "Date Night Movie"	Viral Marketing Campaign (newspaper)	30 Second Review Ad!				

March

2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday (Release)	Saturday
		Extra – Box Posters, Release date looming!	Extra - Q&A with Filmmakers @ AMC	Boomerangs: 15 Second Spots: Film Opens Tomorrow!	Opening Night , Tag a Friend (Picture of Stub) + Promo	30 Second Spot - Now Playing Boomerang Video - Now Playing
4 Buy the Soundtrack; Box Poster Featurette #3 – BTS	5 Movie Stub Pic Contest Box Poster - Quote from the movie	6 Box Poster – Festivals Update Theatrical List – Expanding?	7 Boomerang Gift, Quote From Movie BIG SCREEN Promo	8 Boomerang (Now Playing) Interview with Cast	9 Movie Review Quote Box Poster Week 2?	10 Pre-Order on DVD/Blu-Ray/On Demand
11 Best Indie Movies of 2018 List - News Story	12 Bloopers Reel Behind the Scenes	13 Still playing in BK, promote! Soundtrack News	14 Poster giveaway T-shirts Taking pics at AMC Theaters	15 Times Square ad Promotion on Instagram	16 Theaters in Brooklyn, Promote!	17 Neo-noir news
18	19 Behind the cinematography video	20 New 30 second ad, promote pre-orders DVD / Blu-Ray	21 Film review box: summary of reviews. Must see!	22 Big poster giveaway; after-party pictures with winners!	23 Katie Vincent Rockwood Show Announce!	24
25	26 Magazine Publicity Publish	27 Awards and accolades! Critics are talking, graphics	28 10 second spot! Pre-orders Still playing, tickets in BK giveaway			