

You've Created It- Now Get It Out There!

**By Mike Madigan - Director, Five Clover Films
Detroit, Michigan**

www.fivecloverfilms.com

mike@fivecloverfilms.com

www.facebook.com/fivecloverfilms.com

[@fivecloverfilms](https://www.instagram.com/fivecloverfilms)

Topics To Discuss:

- 1. What HAVE or WILL You Create?**
- 2. Getting Your Project LISTED on IMDb**
- 3. Creating A SUCCESSFUL Kickstarter Campaign**
- 4. Hints For Social Media Campaigns**

SO Let's Get Started:

What Have You Created?

OR What Will you be creating?

Let's Take A Poll!

Short / Feature Film or Music Video

Video Game

Card Game / Board Game

Music / Album

Artwork / Series

Comic Book / Zine

Something Else?

Congratulations on taking the first step!

An Overview of Film, Television & Video Games on IMDB - The Internet Movie Database

Feature Film / Short Film - Shown at festivals / screened

Television Show

Video Games

What's Usually NOT Listed on IMDB

What is the TOP WAY to get your film / project listed on IMDB?

Subscribe to an IMDB Pro Membership

- \$19.99 month or \$149.99 yearly (37% savings)
- Pro Membership allows you to update your IMDB Pro Resume as well as add personal pictures to your IMDB profile (not available without a membership)
- Pro Membership allows you to have your IMDB updates processed much quicker than no membership
- IMDB Pro allows you to enter specific contact information

https://pro-labs.imdb.com/name/nm2575400?ref_=hm_nv_mp_profile

- Lapsing your membership does not hurt data that you've already submitted that has been approved

- Withoutabox.com to shut down by October 2019- will no longer be an avenue to get an IMDb listing

First Up: What's Your Production Status, and how difficult is it to get listed depending on your status?

<https://contribute.imdb.com/updates/guide/inproduction>

MAIN CATEGORIES: Pre-Production, Production and Completed

NEXT: Editing a Current Entry vs. Starting A New Entry:

Make sure you are registered on the website, then "UPDATE DATA" under a current entry

<https://www.imdb.com/registration/signin>

Cast & Crew

Company Credits

Basic Data

Plot & Quotes

Fun Stuff

Links to Other Sites

Box Office And Business

Technical Info

Literature

Other Data

Corrections

“ADD PICTURES”

Pictures are now free to add for films, however you cannot add a personal profile picture unless you have an IMDB Pro Account.

Are your updates going through?

https://contribute.imdb.com/updates/history/?ref_=wa_nv_ra_his

Save your emails that you receive- Update History doesn't show what you actually submitted!

Now, let's submit your new film or project!

<https://contribute.imdb.com/updates?update=title>

REMEMBER: Adding In Your Cast & Crew is your MAIN priority in submitting a new title, ALL other data is secondary - the main goal is to get your title listed, and it's not as easy as it seems. Cast and crew also listed for video games.

<https://www.imdb.com/title/tt9398566/reference>

“The Loss” submission process example - new film

Other Links For More Submission Info:

<https://contribute.imdb.com/updates/guide/>

OTHER CONSIDERATIONS:

RELEASE DATES: Screenings & Film Festivals

https://contribute.imdb.com/updates/guide/release_dates

DATA PROCESSING TIMES

<https://www.imdb.com/czone/times#prioritization>

You Were in a Feature Film As An Extra?

Submitting Your Name as an Uncredited Cast Member for a Feature Film

**In closing - it IS possible to get listed on IMDb, if you
know how to approach it!**

Kickstarter's MOST SUCCESSFUL Category!

www.kickstarter.com/pages/games

\$1 Billion & Counting Pledged to Games

<https://www.kickstarter.com/blog/1-billion-and-counting-pledged-to-games>

Remember before you start: even with these tips, there are NO guarantees to success, but there are ways to have BETTER success.

Kickstarter is NOT a path to “free money” for your project - crowdfunding is NOT an easy process

Kickstarter audiences can sense a lack of authenticity from a mile away and they will NOT fund your project if you haven't thought things out.

While Kickstarter is NOT a store, a majority of backers still treat it as such, especially when it comes to fulfilling games.

While we are specifically talking about Kickstarter here for this presentation, some of these tips can also apply to IndieGogo depending on your project.

We will also be more specifically referring to board games vs. PC/mobile games in this project discussion- some different “rules” apply for other projects as well.

FIRST UP: What’s Your Goal for Your Project or Game?

- Are you looking for funding help for its development and play-testing?
- Do you have it already developed and need the funding in order to complete production?
- Do you already have inventory and you need to reach a larger audience for your game?
- Do you have other funding needs (studio time, post-production editing costs)
- Start working MONTHS before you plan on launching - you’ll need the prep time

NEXT: Do you already have a group of supporters that will be enthusiastic to support you and your campaign?

- Online supporters / already interested in gaming
- Email lists / Facebook Pages & Groups
- Twitter / Instagram followers
- Friends/new people you meet at conventions (Penguicon!)
- How will your campaign appeal to more than ONE of these particular groups? You can't win over everyone, but you can't go full niche
- Have you personally already backed similar campaigns so you don't look like a crowdfunding noob?

TIP: Research other successful (and not successful) projects already on Kickstarter - what went right, what went wrong... The data is already there for the taking!

- Once a project is on Kickstarter, it will be online (and be searchable), even if it was cancelled - so you can see what went right (and what went wrong too). Some people have their cancellations as proof to coming back and running another campaign.
- What graphics / video style did they have for their campaign?

- How much funding did they raise AND from how many supporters?
- What did the comments from their supporters look like? Happy? Angry?
- What were the breakdowns of their rewards for supporters?
- Did they get any online press / articles?
- Would YOU have supported it? Did you support it?
- Let's check out some examples!

REMEMBER: It's NOT really about you (unless you're a celebrity or have a big following, or have a successful track record).

It's not necessarily about your long hard struggle to make this game over ten years OR your story (we're talking games and music here).

It's about your GAME and do people actually want it?

Ask yourself AND THEN ask a friend- would you buy it?

AS YOU LAUNCH - Going LIVE on Kickstarter!

FIRST: Make sure you've developed rewards that make sense, are compelling, don't break your bank, and DON'T FORGET about shipping!

- The Keep It Simple Model: Your one reward is your game
- Developing additional reward levels - sometimes small rewards can keep things easy. You can do \$1 so people can get in on the ground floor and get updates. But make the other higher rewards enticing.
- Think about the COST of providing these extra rewards - printing t shirts is way more expensive than you think! What else can you give away that's compelling yet low cost?
- SHIPPING: US Shipping, International Shipping - the cost behind it and what you should focus on.
- TIP: Stay away from weird reward dollar numbers, it's just confusing!!
- Finally, for fulfillment - can you actually deliver on what you have promised? Are you creating the physical content yourself, or do you have a partner ready for the fulfillment? If you DON'T have this part figured out, you're not ready to launch a campaign and don't go any further. While we know Kickstarter is NOT a store (and they take great pains to say so), they will now hold you accountable to delivering or refunding backers money- and people are supporting you because they really want the game!

NEXT: Make sure your fundraising goal is actually LOWER than what you you would really want to get. Wait, what???

- EVERYONE wants to back a winner- so how can you get to be a winner quickly and then have stretch goals?
- Shoot for the absolute LOWEST amount you'll need to get the project off the ground
- Remember it's ALL OR NOTHING... and setting this goal is important because it's one of the things you cannot change after launch
- Posting stretch goals early vs. adding them in later - very successful strategies in board game campaigns

NEXT: Think about your CAMPAIGN TIMING

- Are you launching before a big convention that you'll be attending where you can get the word out?
- Are you launching before the holiday season and promising holiday delivery in time for gifts? Can you keep that shipping promise?
- What day of the week are you launching on, and what day will that make your campaign end on the calendar?

- What TIME are you launching, and will that allow for a big countdown/livestream as you reach the final hours of your campaign?
- **ALWAYS CHOOSE 30 days for your campaign timing. It creates more of a sense of urgency.**

NEXT: Choose your words (and your graphics) carefully - what should you include?

- Have friends/peers review your descriptions AND ask them - is this something that they would be a part of supporting? If it's not and you're getting negative feedback, then don't be afraid to go back to the drawing board.
- Include attention-grabbing graphics - if you can't design them yourself, get someone who will help (Fiverr.com is a great resource). *Looking non-professional is NOT the way to go to get support for your campaign.*
- Be sure to include a video for your campaign if you have the means - up to a proven 50% higher success rate for campaigns that have a video then those that do not. PLUS you can always have a video before the campaign launch. (More tips on video - including getting help for creating one)
- Make sure you're not infringing on any copyrighted material with your campaign (or at least have disclaimers if its a fan project and hope the lawyers don't come after you).

- MAKE SURE you include a budget, even if it's a simple one- people want to know where their money is going! Even a simple pie-chart graph breaking it down.
- Make your campaign message easy to share: Who DOESN'T want to get in on a card game about Exploding Kittens, or The Walking Dead?

DURING THE CAMPAIGN: Don't give your backers (and potential backers) the silent treatment!

- Keep a “marketing calendar” with key dates that you'll be posting updates about the campaign and can keep track of the end date (vs. just relying on Kickstarter's countdown) - set one up on Google Calendar
- ALWAYS respond to messages you receive, comments you get on the project- even if there's a lot or it's a big pain to do. Otherwise you WILL lose momentum from other potential backers because it will just look like you're there for money and don't really care.
- Are you CONSTANTLY updating online, and encouraging others to share your project? COMMIT to your campaign and every day (and night) you have to make it your TOP PRIORITY if you plan on raising enough funding.
- Can you reach out to influential bloggers who will post about your campaign?

- Should you hire help with marketing in order to get the word out on your campaign (like press releases)?
- *If you take ONE THING away from this discussion, its don't be on the MUTE BUTTON once you go live.*

DURING THE CAMPAIGN: Get that FIRST PUSH early and INVOLVE your backers.

- Make sure your friends/supporters know about the campaign in advance and let them get in as soon as it's live as early birds. Sending out tailored messages asking support will always gain you more than sending out spammy emails.
- The first THREE TO FOUR days of any campaign are super critical, if a campaign smells like a dud right out of the gate it's hard to get that smell off. There's ALWAYS a lull in the middle of a campaign and then that final push in the last seven days.
- And when a supporter does contribute to your campaign, take a moment on Kickstarter and send them a thank you message (and include a quick cut and paste link to your campaign that they can share with others!) Involve your backers to gain success, and word will continue to spread quickly!
- Some people think of this part of the Kickstarter campaign almost as their full time job right up until the end.

- Special things to add on: Stretch Goal Rewards, Livestream toward the end of the campaign

AND...We're Done!! Congratulations on a successful Kickstarter campaign and getting funding!

- When will I get my money from Kickstarter? How easy/difficult is it for Kickstarter to collect the money?
- Have your website set up to allow for updates on the development - and keep your Kickstarter backers informed too, don't just point them to your website.
- Following up and sending out reward surveys

Make sure that you can fulfill - the end IS NOT near yet!

- Many projects were initially successful, or OVER-successful, and the creators couldn't handle fulfillment on a larger scale.
- Don't misuse the money! Money raised on Kickstarter is to be used for your campaign fulfillment, not paying other bills or buying a house.
- Watch out for hidden costs. Shipping, customs, fulfillment, etc. all cost more than you think.

FINALLY: Creating & Running Your Social Media Campaigns, and tying it all together

Film Festival Example

<https://www.detroitshetownfilmfestival.com>

Facebook / Twitter / Instagram

- Critically Important to Start Your Facebook Page- but should it be for you, or for your project? Does it make a difference?
- Creating Your Twitter Page- but you have no following, how do you gain one? Start following others who you find interesting and could match your project's interests.
- Does it make sense to create an Instagram page depending on your project? What will you be showing?
- How often can you commit to updating online?
- Will your updates have significance and meaning? AKA Don't just update to update
- Development blogs, special announcements, promoting a specific sale or event

- Let's look at some examples:

<https://www.facebook.com/detroitshetown>

<https://www.twitter.com/detroitshetown>

QUESTIONS / COMMENTS?

THANK YOU!