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Robert Marich is a business journalist and analyst with more than 25-years of experience covering the film industry. His book, "Marketing to Moviegoers: A Handbook of Strategies and Tactics" is the go-to reference for understanding the marketing and promotional strategies, tactics and methods

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Marketing to Moviegoers: A Handbook of Strategies and Tactics takes readers carefully through all of the key components of film marketing. From creative strategy, market research, and advertising to publicity, product placement, and distribution to theaters, Marich's book covers everything film professionals need to know to mount a successful marketing campaign.

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Overview. While Hollywood executives spend millions of dollars making movies, even more money is poured into selling those films to the public. In the third edition of his comprehensive guidebook, *Marketing to Moviegoers: A Handbook of Strategies and Tactics*, veteran film and TV journalist Robert Marich plumbs the depths of the methods used by studios to market their films to consumers.

**Marketing to Moviegoers: A Handbook of Strategies and ...**



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Robert Marich is a business journalist and analyst with more than 25-years of experience covering the film industry. His book, "Marketing to Moviegoers: A Handbook of Strategies and Tactics" is the go-to reference for understanding the marketing and promotional strategies, tactics and methods employed by the major studios.

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In the second edition of his comprehensive guidebook, Marketing to Moviegoers, veteran film and TV journalist Robert Marich plumbs

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Studios And Independent film and TV journalist Robert Marich plumbs the depths of the methods used by studios to market their films to consumers.

## **Marketing to Moviegoers : A Handbook of Strategies and ...**

"Marketing to Moviegoers" is the essential guide to film marketing. Although there are many resources available about how to make a film, there are few about how to get your film seen once it's made and none that reveal the closely-guarded marketing secrets of the major motion picture studios.

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What hasn't changed is that Marketing to Moviegoers, third edition, is unique with its easy-to-navigate handbook format, is focused on consumer marketing, and covers the tight-lipped Hollywood major studios, which generate an estimated \$44 billion in revenue annually from all media (including television and video).

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analyst with more than 25-years of experience covering the film industry. His book, "Marketing to Moviegoers: A Handbook of Strategies and Tactics" is the go-to reference for understanding the marketing and promotional strategies, tactics and methods employed by the major studios.

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easier to produce films, the volume of films continues to grow, making it more and more difficult to ensure that each individual film has an audience.

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