Room 305

ARTIST BRAND MARKETING & PR

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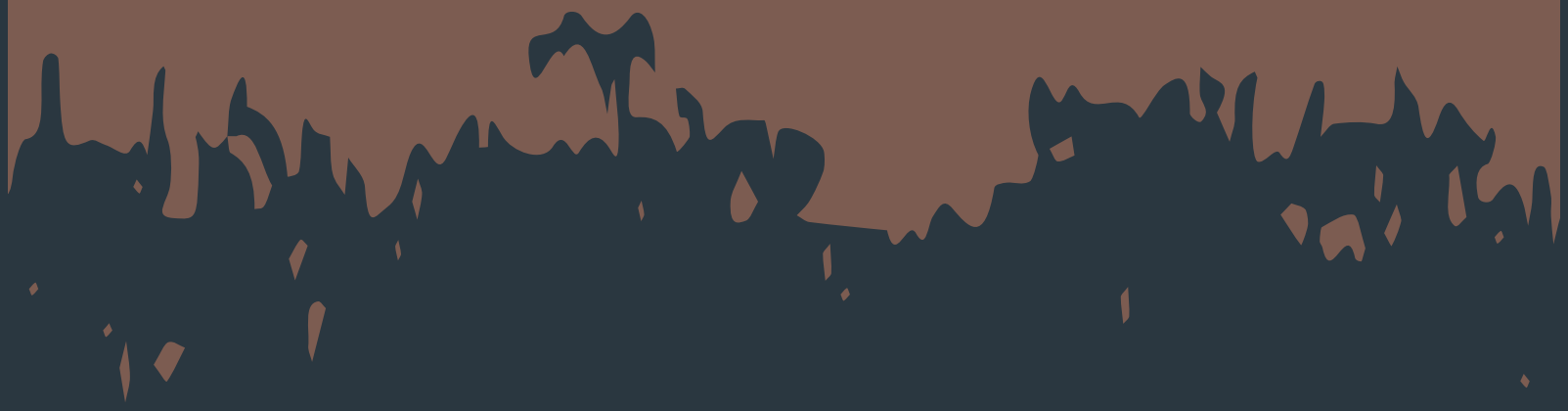
01 Introduction



ROOM 305 IS AN ARTIST MANAGEMENT AGENCY THAT ADVISES ARTISTS ON HOW TO BUILD THEIR AUDIENCE, PROMOTE THEIR BRAND, AND LAUNCH THEIR CAREERS. THROUGH ONLINE COURSES, HANDS-ON WORKSHOPS, AND INDUSTRY-FOCUSED TRAINING, WE HELP ARTISTS UNDERSTAND BRANDING, SOCIAL MEDIA, AND PRESS STRATEGY—GIVING THEM THE TOOLS TO STAND OUT IN A CROWDED INDUSTRY AND CONNECT THEIR STORIES WITH THE WORLD.

Objectives: Increase branding, build a fan base, attract and inform investors and/or donors, build strategic brand partnerships and/or audiences.

01 Introduction

Scope

The following outline is only a general guide. Each artist will have its own customized strategy and development per style and fan base. Please contact Room 305 for further information.

AREAS OF ANY BRAND CAMPAIGN

- OBJECTIVES
- IDENTITY
- STRATEGY
- CONTENT DEVELOPMENT
- DEPLOYMENT
- RESULTS ANALYSIS

Importance

This is a great outline for any artist to understand the elements of a successful marketing and PR campaign for their voice and their project buzz.

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02 Vision

BRANDSCRIPT OVERVIEW

- KEYWORD LIST
- CONTROLLING IDEAS
  - TONE DESCRIPTION
  - STYLE DESCRIPTION
  - VISION THEMES
- ONE-LINER DESCRIPTION

02 Vision

▶ ARTIST LOOK BOOK OBJECTIVES:

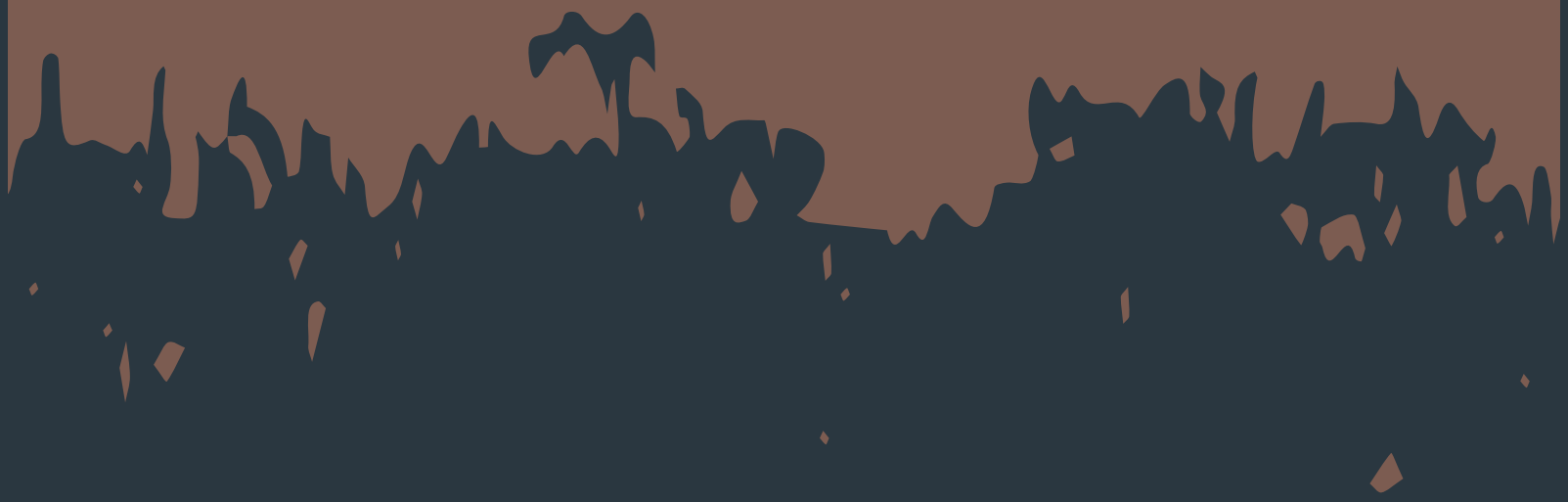
- BIO
- VISION STATEMENT
- STORYTELLING STYLE AND TONE
- BRAND AUDIENCE
- AWARDS
- PORTFOLIO
- PRESS
- CONTACT FOR LEAD GENERATION

02 Vision

▶ PRODUCTION STUDIO BRANDING :

- LOGO DESIGN IN-STYLE
- ABOUT US COPY
- BODY OF WORK
- LINKED IN PAGE
- FACEBOOK PAGE
- INSTAGRAM PAGE
- CONTACT FOR LEAD GENERATION

02 Vision



▶ ARTIST PROJECT PROMOTIONS :

- PROPOSAL AND LOOK BOOK DECK (SENT TO BRANDS FOR PARTNERSHIP OPPORTUNITIES)
- PROMOTIONAL COPY
- ONLINE MEDIA
- SOCIAL MEDIA
- NEWSLETTERS
- EVENTS
- VIMEO/YOUTUBE REELS
- PRESS
- ANCILLARY IPPRODUCTS (IE. MERCHANDISE)
- CONTACT FOR LEAD GENERATION

03 Brand Marketing Strategy

ASSET MANAGEMENT

- Develop a shared drive folder ie. Google, Dropbox, Sharepoint with a Marketing folder--this folder will have subfolders. From here all content for branding and marketing can easily be reviewed and downloaded with multiple parties.

- If some assets have multiple versions, recommended to add the date on it and v1 + if needed for version control.

- Deployment calendar is created for timely and tailored releases.

03 Brand Marketing Strategy

TYPE OF ASSETS

- Photos (BTS and digital comp images),
- Videos (BTS, sizzle, reels, interviews, and trailers)
- Copy (deck content, quotes, keywords, hashtags, contact)

03 Brand Marketing Strategy

BRANDED ONLINE MEDIA: WEBSITES

- Artist, production studio, and/or project
- Tone and Style to reflect identity
- Basic Sections (expandable)
  - Homepage (current trailer/select stills)
  - About
  - Bios with headshots
  - Artist vision statement
  - Portfolio (titles or IP media content)
  - Newsletters (optional)
  - Contact info
- Links to social media and Vimeo/YouTube

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03 Brand Marketing Strategy

BRANDED SOCIAL MEDIA (INSTAGRAM, LINKED IN, FACEBOOK, TIKTOK)

- Tone and Style to reflect identity
- Links to online website, online video and other social media
- Basic Sections (expandable)
  - Images (posts and stories)
  - Video (20 sec cutdowns)
  - Copy with hashtags
  - Combo Content (multiple)

03 Brand Marketing Strategy

BRANDED EVENTS

- Limited Screenings
- Synergy with influencers, artists, or local venues
- Press Screenings
- Campaign launch event
- Immersive exhibits

NEWSLETTERS

- Build email list database of strategic brand partners, investors, donors, and fans
- Send periodically announcing current and upcoming events
- Links to online and social media
- Images, copy and video integrations

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03 Brand Marketing Strategy

YOUTUBE CHANNEL

- Short-form episodes (2 minutes)
- Micro-length episodes (1 minute)
- Separate channel per content series
- Link to online and social media

03 Brand Marketing Strategy

ARTIST LOOK BOOK

- Bio
- Vision statement
- Storytelling Style and Tone
- Brand Audience
- Awards
- Portfolio
- Press
- Contact for lead generation

04 Media Relations

PR EPK ASSETS

- Headshots
- Press release
- Bio
- High-resolution logos
- Stills and reels
- Video interviews
- Online and social media Links
- Contact information
- Create press “hit list”

04 Media Relations

▶ PRESS RELEASE (ONE PAGE)

- Company logo
- Release date
- Contact info
- Headline
- Dek/subhead
- Dateline
- Main content (include vision and credits)
- Boilerplate (production studio)
- End notation
- Final note

04 Media Relations

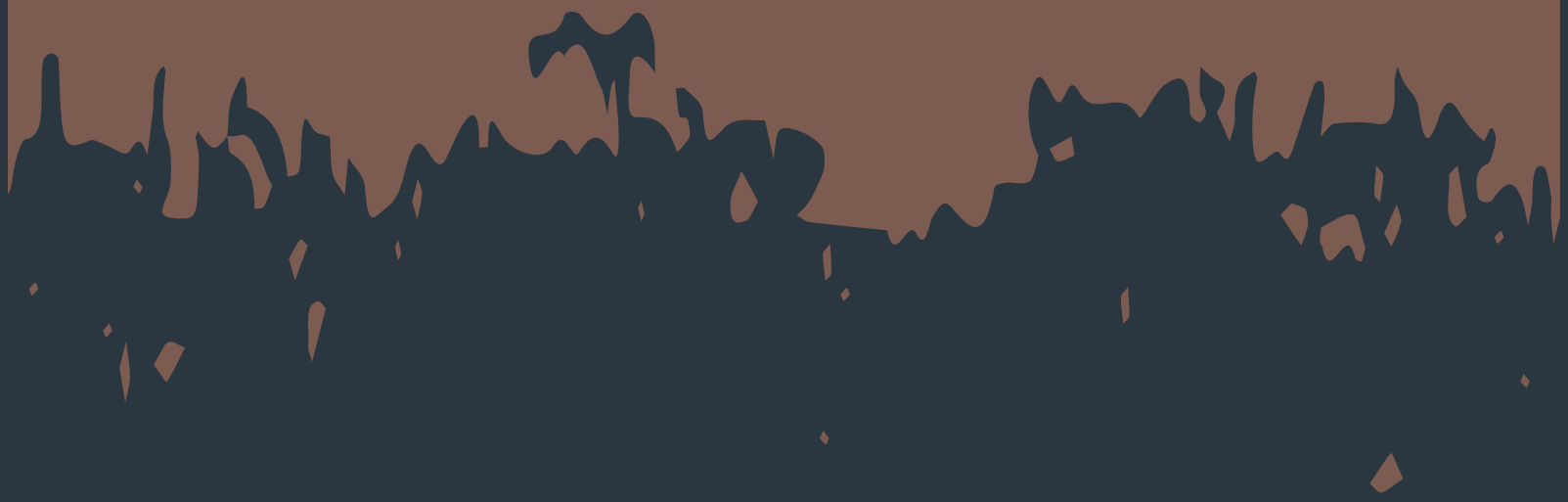
▶ PRESS EVENTS

- Host a premiere, industry screening, or virtual press junket
- Invite influencers, critics, brand partners and media
- Offer swag bags or branded goodies to make it memorable

▶ ARTIST TALKING POINTS (INTERVIEWS)

- Who are you?
- Why is it important or what inspires you to tell your story?
- Tell us about your creative vision?
- Tell us about some unique experiences or relationships from your projects?
- Finance or funding call-to-action (optional)

04 Media Relations



▶ PRESS

- Influencers
- Digital bloggers and journalists
- Podcasters
- Digital publications
  - Local publishers in counter-culture themes
- Instagram bloggers
- YouTube vloggers
- Online platform communities (ie. Reddit, Threads, Discord)
- Send them exclusive content – a private link to the teaser or a short clip – and ask if they'll share a review or shout-out

05 Paid Media

PAID AD PLATFORMS

- Instagram
- Facebook
- Reddit
- Linked In

▶ CONTENT ADS (*CAN BE AI GENERATED CONTENT)

- Engaging visuals: Images or short-form video
- Target demographics (age, global, lifestyle, income)
- Short descriptions with targeted hashtags
- Run for a month and follow-up with data analysis

06 Consumer Merchandise (IP media)

APPAREL

- Company logo
- Key art design

COLLECTABLES

- Figures and toys per characters
- Digital and print books per narrative storyline
- Limited-edition posters

06 Consumer Merchandise (IP media)

MEMBERSHIPS

- Exclusive access to events
- Exclusive access to production content
- Exclusive access to filmmaker teams
- Encourage fan art, theories, or story speculation. Repost fan creations

ONLINE VIDEOS (IE. YOUTUBE)

- Podcast sponsorships
- Micro-length shorts (1 minute) sponsorships
- Branded entertainment

07 Social Outreach Marketing (Non-Profit Organizations)

ONLINE MEDIA MESSAGING

- Include copy in Director's vision on social impact beyond the script
- Include content which communicates the film or series and its themes on current issues for change or awareness
- Cross-reference content links to partnerships with organizationsxclusive access to events
- Design a separate page for social outreach participation with film or series

ONLINE VIDEOS (IE. YOUTUBE)

- Podcast sponsorships
- Micro-length shorts (1 minute) sponsorships
- Branded entertainment Podcast sponsorships

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07 Social Outreach Marketing (Non-Profit Organizations)

SOCIAL MEDIA MESSAGING

- Align with non-profit organizations and communities with similar story topics
- Tailor messaging of film to greater causes
- Synergy with organizational marketing content (co-branded images, videos, links)

NEWSLETTERS

- Build organization database list
- Update donors of film progress
- Update of community event news

07 Social Outreach Marketing (Non-Profit Organizations)

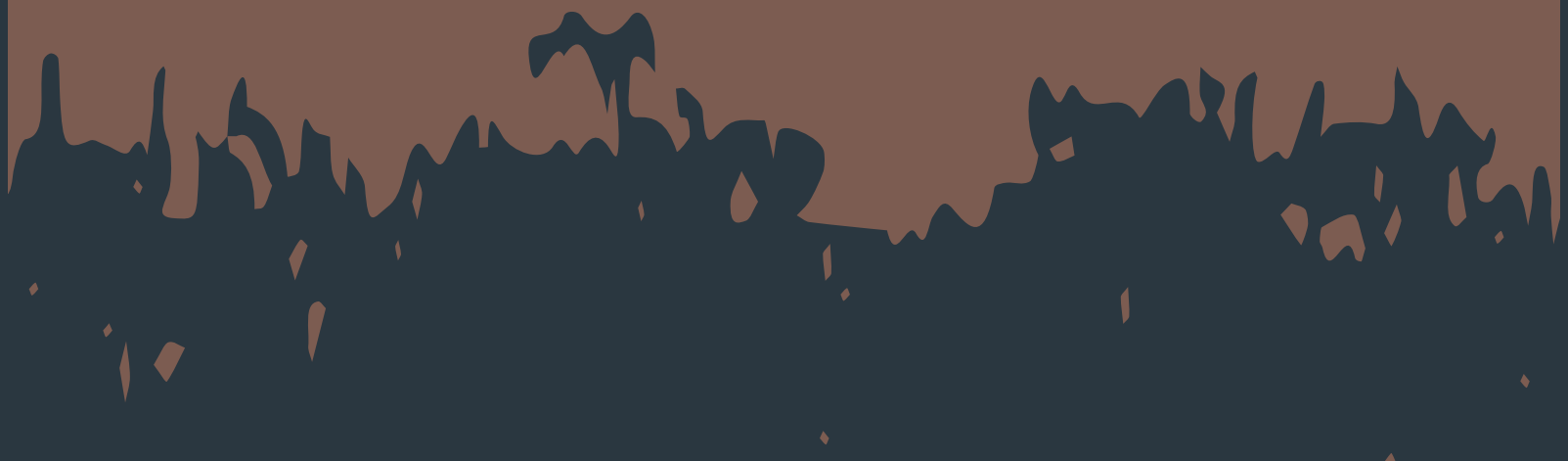
EVENTS

- Set-up Q&A with Director's and Crew/Cast to bring awareness of film's cause
- Build social community audience and donors through purpose of film
- Invite organizations to participate in film media relations

PRESS RELEASE

- Send release to foundation organizations announcing the film and how it is inspired by their mission statements and vision

08 Influencer Marketing



COLLABORATIONS WITH INFLUENCERS

- Synergies with social media or online influencers whose style and demographic align with your film or series to bring media awareness

- Cross-collaborate IP consumer products with influencers to help promote and sell merchandise

- Invite influencers in film's marketing campaigns to bring in new audiences and vice-versa

- Offer them an "Influencer Preview": a one-on-one stream or early access clip. Provide exclusive content (behind-the-scenes images, a custom trailer cut) for them to feature

9 Data Analytics

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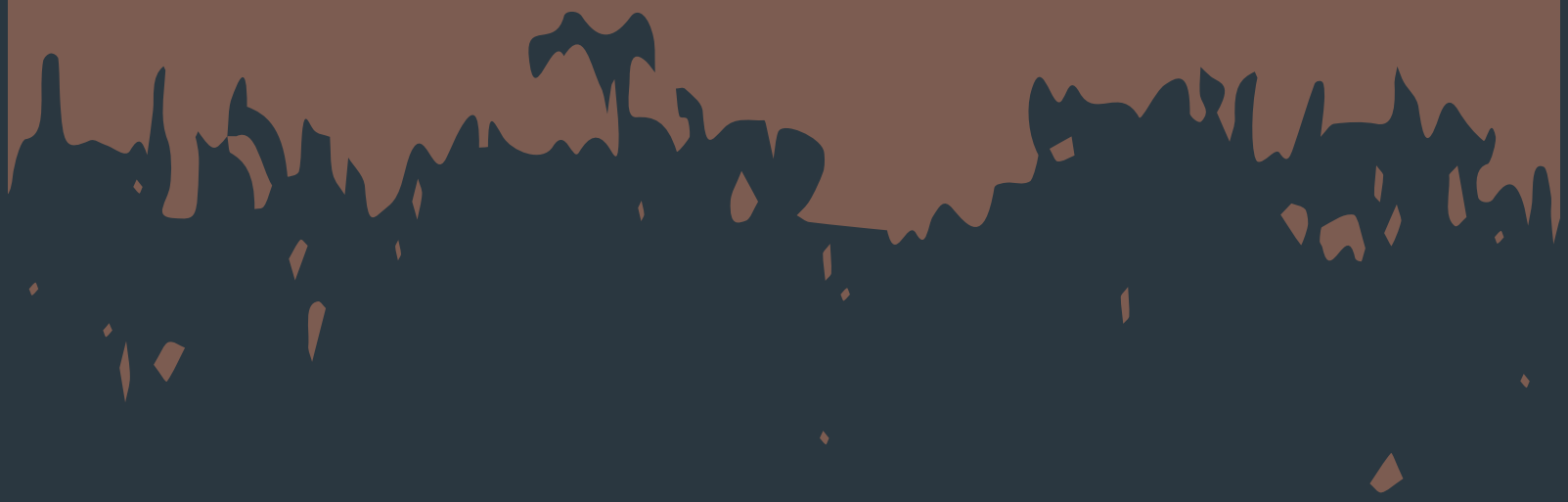


MONTHLY MARKETING ANALYSIS

- Report and review monthly performance of online, social media, video and newsletters
- Identify what type of content performs best for each channel
- Analyze fan demographics and their responses and view-times
- Determine best days and times for social media deployments
- Develop and adjust marketing strategies based upon results

10 AI Impact

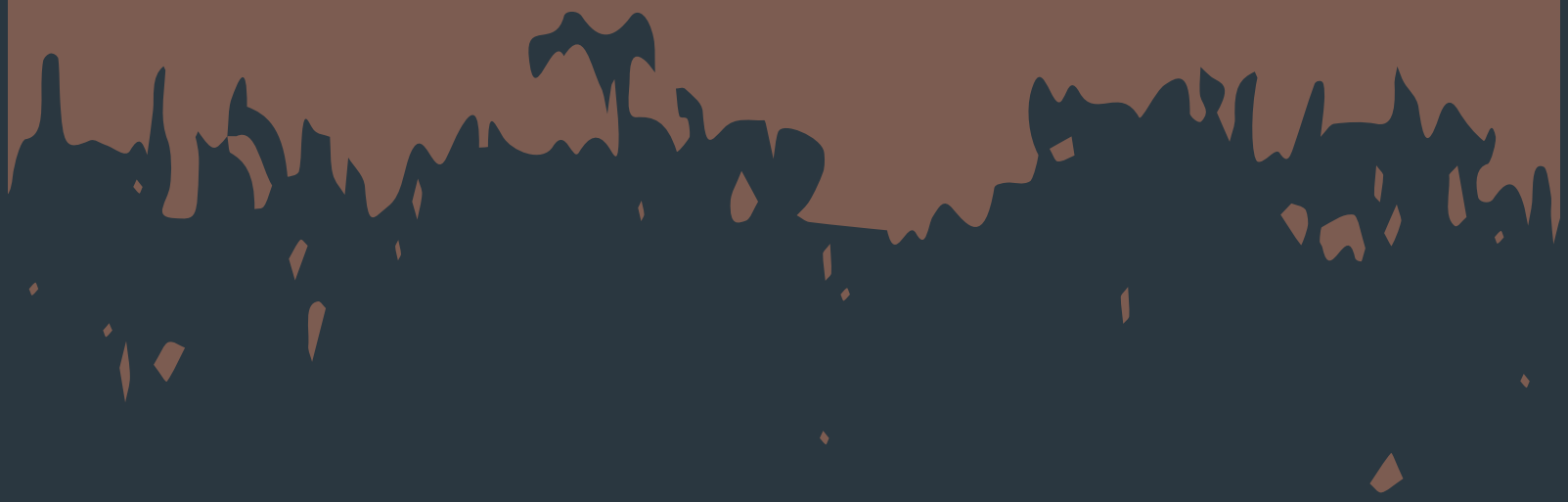
AI is revolutionizing how filmmakers promote their stories. From concept to campaign, artificial intelligence helps indie creators compete at studio levels—faster, smarter, and with more creative control. Here's how it's shaping every layer of film marketing:Report and review monthly performance of online, social media, video and newsletters

BRAND IDENTITY & CREATIVE VISION

AI tools analyze scripts and tone to help define a film's unique brand identity:

- Generate visual mood boards from keywords or genre
- Auto-suggest brand voice, loglines, and visual references
- Support directors in refining their cinematic tone with consistent visual language

10 AI Impact



COPYWRITING & MESSAGING

AI writing assistants now help craft:

- Press releases, loglines, and EPK bios
- Social media captions and email headlines
- Festival blurbs or award submission statements

This speeds up delivery while keeping messaging aligned with tone and audience.

10 AI Impact

VISUAL CONTENT CREATION

AI-generated content reduces dependency on early production assets:

- Create posters, pitch deck art, and promotional stills before filming begins
- Generate sizzle reels, cutdowns, and concept trailers
- Produce stylized BTS material and merch mockups

10 AI Impact

CAMPAIGN STRATEGY & DEPLOYMENT

AI streamlines your entire campaign timeline:

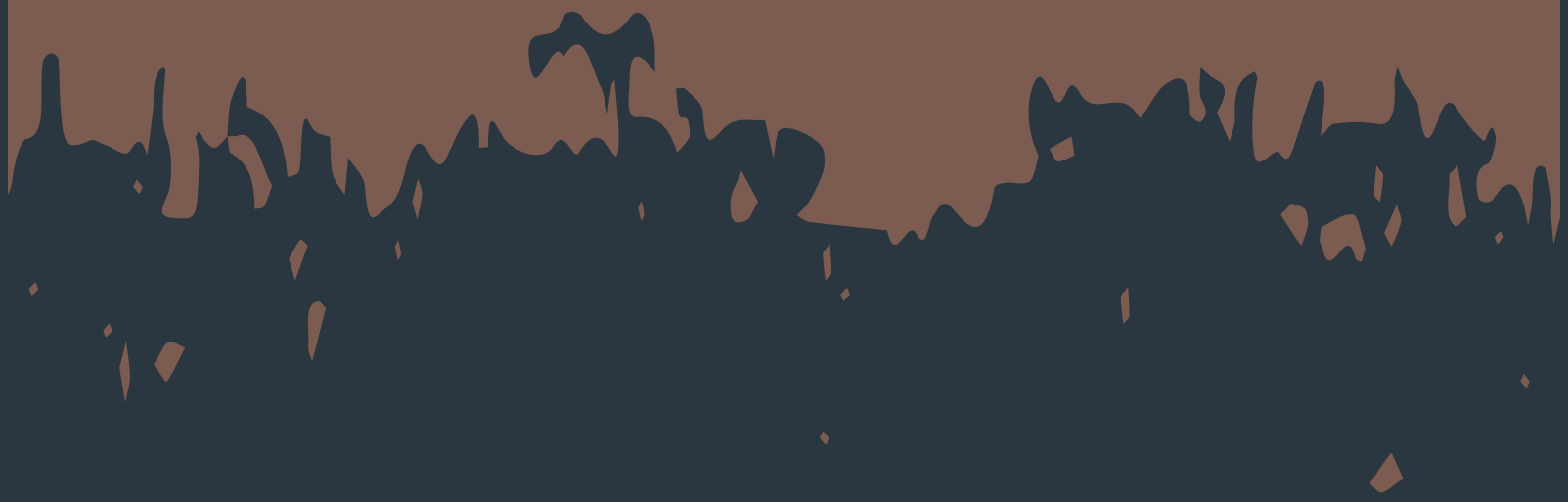
- Automate content calendars and platform-specific posting
- Schedule social posts at peak engagement hours
- Adapt messaging per platform (IG vs. TikTok vs. LinkedIn)

AUDIENCE TARGETING & DISTRIBUTION

With predictive analytics, AI helps filmmakers and marketers:

- Pinpoint niche fan bases and lookalike audiences
- Select optimal festivals based on genre/performance fit
- Target potential investors, donors, and collaborators by behavior—not guesswork

10 AI Impact



PERFORMANCE TRACKING & OPTIMIZATION

AI-powered dashboards provide real-time insights:

- Understand what content performs best across channels
- Adjust messaging and visuals based on engagement trends
- Measure impact on fan growth, funding, and audience reach

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For artist brand marketing and pr consultation,
please be free to connect.

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