



# PRODUCTION LAUNCH WORKSHOP: CONNECTING WITH AUDIENCES

*How to Nurture Audiences (Digitally)*

## YOUR AUDIENCE AVATAR

The first step in connecting with your audience is to define who they are.

Who are they? Where do they live? What is their occupation? What do they do on an average day? What is about your project that will most excite them (which bits specifically?)

Use the worksheet that you can download here to help you to define who they are.

[CLICK HERE -> Audience Avatar Worksheet](#)



## DIRECTING ATTENTION

***We use simple digital machines to direct our audience attention to our work.***

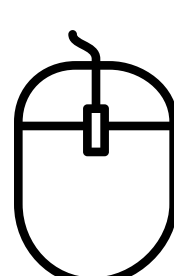
***We use simple digital machines to make it easy to stay in touch with our audience.***

The aim of the game: To take your audience's attention, put it onto your work, collect their contact info and stay in touch with them.

Where can you find your audience – both physically and online?

1. Festival Screenings
2. Networking events
3. Local screenings.
4. Online: VOD, Online festivals
5. Film clubs
6. YouTube channels
7. Audience niche opportunities (groups, clubs, physical places, online, FB groups, etc)

## YOUR SIMPLE ONE PAGE WEBSITE



## BUILDING YOUR DIGITAL MACHINES

**Setting up Getresponse:**  
[CLICK HERE -> Instructions](#)

**Setting up Facebook/Linkedin**  
[CLICK HERE -> Instructions](#)

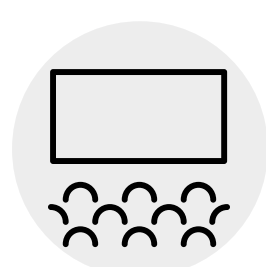
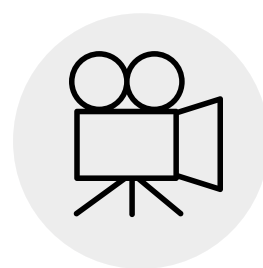


### PROOF

Engaging with your audience demonstrates immense value

### ATTENTION

Collect contact information and stay in touch with your audience about screenings, productions, etc.



### CROWD FUNDING

Use these same principles in your crowd funding campaigns

## REMEMBER

Make a compelling offer for people to leave their contact information. Here are some ideas: Sign up to get the first episode for free, to see the film now, for free tickets to the premier, to stay in touch with the progress of the shoot, for a chance to visit the set and meet the actors.