

SceneScreens

PACKAGES

**Indie film marketing for the social era.
Find your audience and spark online
conversation.**



Different packages tailored to each stage of a film's lifecycle:

From projects in development and production, to films with a set release date, through to titles that are already out and looking to expand their audience.

TABLE OF CONTENTS

- About Us
- The Problem & Solution
- Package 1 - Films in pre, prod, & post without a release strategy
- Package 2 - Finished films with confirmed festival, premiere or VOD release date (one or multiple territories)
- Package 3 - Released films and slates available on VOD and streaming platforms
- Bespoke Packages
- Contact Us

ABOUT US

SceneScreens is a social media marketing agency focused on independent film campaigns.

We help films build online buzz through tailored social strategies, engaging short-form content, and audience growth campaigns rooted in how people actually consume and interact on social media.

We begin by analysing each film in depth, then build a full social strategy around its themes, topics, emotional core, and narrative hooks.

Alongside content creation, we also develop collaborations with relevant brands, creators, charities, and institutions connected to each film's subject matter to help expand reach and build genuine audience momentum around releases.

THE PROBLEM & THE SOLUTION

The traditional indie film marketing model is no longer enough. Dropping a trailer, posting a few stills, securing a trade press article, and hoping audiences organically discover a film rarely creates meaningful online traction anymore. Most independent films already contain powerful conversations, themes, and emotional hooks, but those elements often never get translated into content audiences actually engage with on social media.

THE SOLUTION

We don't just "post marketing content." We extract narrative and thematic hooks from films and translate them into social behaviours people are already engaging with online.

In short: we turn film hooks into social hooks that spark interaction, conversation, and community.

Rather than treating social media as an afterthought or announcement board, we build campaigns designed to make audiences emotionally invest in a film before they've even watched it.

PACKAGE 1

Films in Pre, Prod, & Post, without a release strategy.

Offerings

- **Executive Producer/Co-producer service**
 - Using our industry connections to help close financing and help secure sales and distribution throughout the production cycle.
- **Social Media Marketing Strategy**
 - Full strategy including film, market, and trend analysis.
 - Guidance on how to use cast and production assets now and for future promotion.
 - Multi-platform strategy across Instagram, TikTok, Facebook, and other relevant platforms.
 - SEO Setting.
 - Paid ads.
- **Social Content Creation & Audience Engagement**
 - Planning, creating, and posting targeted content, alongside online engagement and community interaction during production and through to release.
 - 3-4 curated Instagram posts per week.
 - Content to use once the film has a release date or premiere.

- Content formats include:
 - Fun, informative, and interactive content
 - Theme-based & topic-based clips
 - Viral trends, games, hooks, and memes
 - Trailer edits for social media
 - Director/Producer branding/promotion
 - Interviews & BTS content featuring cast & crew
 - Promotion on the SceneScreens platform
- **Social media collaborations**
 - Partnerships with brands, creators, charities, institutions, podcasts, influencers and magazines aligned with the film's themes, and amplified across social media for wider reach.
- **PR**
 - Collaboration and social amplification.
- **Festival Strategy**
 - Support and guidance throughout the festival process.
- **Post-project analysis & reporting**
- **Timeline & Positioning**
 - Long-term collaboration from pre-production to release, with support tailored to each stage of the film's journey.
 - Optional "executive / co-producer vibes" with a strong focus on marketing and audience-building.
- **Pricing**
 - TBD

PACKAGE 2

**Finished Films with Confirmed Festival, Premiere or VOD
Release Date (one or multiple territories)**

Offerings

- **Social Media Marketing Strategy**
 - Full strategy including film, market, and trend analysis across pre-release, release, and post-release phases.
 - Multi-platform strategy across Instagram, TikTok, Facebook, and other relevant platforms.
 - SEO setup.
 - Paid ads.
- **Social Content Creation & Audience Engagement**
 - Planning, creating, and posting targeted content, alongside active online engagement and community interaction.
 - 3-4 curated Instagram posts per week, including setup, management, and ongoing operation of the film's social media channels.

- Content formats include:
 - Fun, informative, and interactive content
 - Theme-based & Topic-based clips
 - Viral trends, games, hooks, and memes
 - Trailer campaigns, including classic trailers, shorter social edits, and themed trailer versions
 - Director/Producer branding/promotion
 - Interviews & BTS content featuring cast & crew
 - Premiere and red carpet coverage
 - Promotion on the SceneScreens platform, including premiere ticket raffles and audience activations.
- **Social media collaborations**
 - Partnerships with brands, creators, charities, institutions, podcasts, influencers and magazines aligned with the film's themes, amplified across social media for wider reach.
- **Event, premiere, red carpet & festival coverage**
 - Amplified through targeted social media content creation.
- **PR**
 - Collaboration and social amplification.
- **Post-project analyses and report**
- **Timeline**
 - 1-3 months leading up to the release date or premiere, and beyond.
- **Pricing**
 - TBD

PACKAGE 3

Released Films and Slates Available on VOD and One or Several Streaming Platforms

Offerings

- **Social Media Marketing Strategy**
 - Full strategy including film, market, and trend analysis across pre, during, and post-release phases.
 - Multi-platform strategy, Instagram, TikTok, Facebook, and other relevant platforms.
 - SEO setup.
 - Paid ads.
- **Social Content Creation & Audience Engagement**
 - Designed for a single film or a slate of films based on genre, platform, or themes
 - Planning, creating, and posting targeted content, alongside ongoing online engagement and community interaction.
 - 3-4 curated Instagram posts per week, including setup and active management of the film or slate's social channels.

- Content formats include:
 - Fun, informative, and interactive content
 - Theme-based & topic-based clips
 - Viral trends, games, hooks, and memes
 - Trailer edits, including shorter social versions and themed trailer cuts tailored to the film's subject
 - Director/Producer branding/promotion
 - Interviews & BTS content featuring cast & crew
 - Promotion on the SceneScreens platform
- **Social Media Collaborations**
 - Partnerships with brands, creators, charities, institutions, podcasts, influencers and magazines aligned with the film's themes, amplified across social media for wider reach.
- **PR**
 - Where relevant (e.g. platform or streamer launches) - collaboration and social amplification.
- **Post-project analysis & reporting**
- **Timeline**
 - Dependent on the project & specific needs
- **Pricing**
 - TBD

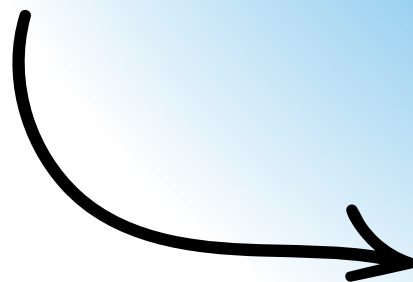
BESPOKE PACKAGES

→ You have questions?

Want a customised package?

Just a few of our 'deliverables'?

No Problem. Let's talk.



CONTACT US

- Website
- LinkedIn
- Email:
 - info@scenescreens.com
 - stef@scenescreens.com

**We don't just market films,
we build audiences.**

