

THE FILM

CROWD



Light Years - Marketing Timeline



Crowdfunder.co.uk

LIGHT YEARS - CROWDFUNDER TIMELINE

WEEK ONE

Monday 20th June	CROWDFUNDER BEGINS Hit Samms & Third Films Network Hit Cast and Crew Release shot of Ewan Cooke on FB and Twitter (Nathan)
Tuesday 21st June	Massive Social Media Push – Twitter- Facebook Pages. Image of Muhammet on the morning and James Stuckey in evening. (FB and Twitter)
Wednesday 22nd June	Image of Zac Nichsolon with Steph Zari (FB and Twitter)
Thursday 23rd June	Continue Social Media Push Ian contacting festivals
Friday 24th June	Image of Rich Pullen (FB and Twitter)
Saturday 25th June	Image of Zamira Fuller (FB and Twitter)
Sunday 26th June	Image of Sophie Burton (FB and Twitter)

WEEK TWO

Monday 27th June	Release snippet of Beth talking to Venice crowd as Crowdfunder update #1 Esther Raising Films Interview to go out and send Crowdfunder info to thier network
Tuesday 28th June	Image of Zamira with review (FB and twitter) Beth snippet put on social media / PRESS RELEASE sent out - (MJ) / Esther posted to Facebook
Wednesday 29th June	Post on Facebook opportunity to buy ticket in advance & poster Vimeo staff pick announced on Facebook
Thursday 30th June	Image of Cast / Crew Member (FB and twitter) Press Image (Screengrab) to facebook and twitter Announce Manchester and London Screenings as Crowdfunder update #2
Friday 1st July	Image of Cast / Crew Member (FB and twitter) Press Image (Screengrab) to facebook and twitter Water Babies PR Release
Saturday 2nd July	Image of Cast / Crew Member (FB and twitter) Press Image (Screengrab) to facebook and twitter
Sunday 3rd July	Looped Clip to go out on Facebook and twitter

WEEK THREE

Monday 4th July	Push more reward information, hopefully another screening too. Water babies facebook posts released (56 local water babies)
Tuesday 5th July	Image of Beth with review (FB and twitter)
Wednesday 6th July	Image of Cast / Crew Member (FB and twitter) Press Image (Screengrab) to facebook and twitter
Thursday 7th July	Image of Cast / Crew Member (FB and twitter) Press Image (Screengrab) to facebook and twitter Character Post
Friday 8th July	James snippets talking about his time on Light Years. (Written- Facebook and twitter) Send email to everyone with update, where are at. (Mention articles)
Saturday 9th July	EPK CLIP 1
Sunday 10th July	Looped Clip to go out on Facebook and twitter

WEEK FOUR

Monday 11th July	Looped Clip to go out on Facebook and twitter Character Post
Tuesday 12th July	Image of Sophie with review (FB and twitter)
Wednesday 13th July	Looped Clip to go out on facebook twitter Character Post
Thursday 14th July	Image of Cast / Crew Member (FB and twitter) GIF to social media
Friday 15th July	Crowdfunder update with Samm GIF to social media
Saturday 16th July	Image of Cast / Crew Member (FB and twitter)
Sunday 17th July	GIF to social media

WEEK FIVE

Monday 18th July	Raising Films PR Release again and more pushing by them. GIF to social media Mention Deer Shed
Tuesday 19th July	Image of Spirit with review (FB and twitter)
Wednesday 20th July	GIF to social media
Thursday 21st July	Character Post
Friday 22nd July	Text from interview with beth and Esther
Saturday 23rd July	LIGHT YEARS plays at DeerShed Festival - 23:05
Sunday 24th July	EPK CLIP 3

WEEK SIX