

Ad Campaign For the 2007 Screenwriting Expo

The Screenwriting Expo (<http://screenwritingexpo.com>) was the world's largest annual meeting dedicated to the craft and business of screenwriting.

In 2007, I took over as executive producer of this meeting. One of my responsibilities was creating the marketing and advertising campaign to draw registrants.

I conceived, budgeted, created, managed, and wrote most of the pieces of the marketing campaign. The main elements of this campaign were:

- ! A magazine-style brochure mailed to 220,000 potential registrants
- ! A Google Adwords campaign
- ! A series of email blasts to our list of 75,000 screenwriters
- ! Email blasts to lists owned by other screenwriting organizations
- ! Banner and tower display ads at our own and other screenwriting websites
- ! Print display ads in other magazines and Los Angeles newspapers
- ! Press releases and news media interviews.

To see these and other examples of my marketing work, go to this web page:

<http://insideinfo.com/writingsamples/marketing/index.html>