

Memo:

Ad Campaign For the 2007 Screenwriting Expo

The Screenwriting Expo 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
- Several 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.

Keywords and A/B Testing:

Google Adwords ads were A/B tested for both subject lines and several combinations of keywords. A few email blasts and online display ads were A/B tested.

To see these and other examples of my marketing work, go to this web page:
<http://insideinfo.com/writingsamples/marketing/index.html>