Marketing Plan

Cinema Pacific Film Festival
Cinema Pacific’s Audience

**Gender**
- Man: 65%
- Woman: 35%

**Age**
- 13-18: 50%
- 19-25: 35%
- 26-59: 10%
- 60+: 5%
Cinema Pacific’s Audience

Numbers of Audience

*Approximate
Cinema Pacific Marketing Needs

- To improve visibility in Eugene and Springfield communities
- To discover more social media mediums
- To create a visually archive
marketing strategies 1
Partnership with local hotels

Improve visibility in Eugene and Springfield communities
marketing strategies 1
Partnership with local hotels

- Hotels:
  1. Information desk
  2. Discount in room rate
  3. “What’s hot in town”

- Cinema Pacific
  1. Create a hotel map in Cinema Pacific’s brochure
  2. Hotel guests can get student price tickets
  3. The invited guests will stay in the hotel.
marketing strategies 2
Discover more social media mediums

- Currently
marketing strategies 2

Instagram

- Create an Instagram account
- Use hashtags to draw users and gain more followers.
- Follow mainstream film festivals to connect more audience that interesting in film festivals.
marketing strategies 3
Visually archive

- Set up a placeStorie webpage
- A geography map that can show the focused nations every years.
- Join the art learning and education
Implementation requirements

- **partnership**
  - Communication with the hotels
  - Staffs

- **Instagram**
  - Photography skill
  - Staff who understands how to speak Instagram

- **PlaceStories**
  - Time
  - Staff
Desired outcomes

**Partnership**
- Partner with 20 hotels
- Gain tourist audience

**Instagram**
- 1,000 followers for the first year
- Double the number for the next year

**PlaceStories**
- Enrich the historical background of Cinema Pacific
- For future programmer
- For the audience who interesting in study the Cinema Pacific’s background