

Marketing 3 Stage Plan

If you are having a career change, studying filmmaking or recently graduated and want to pursue a career in the film industry then it's time to get organised. After you have meticulously ploughed through the [MFJF career guides](#) and settled on a potential career path it's time to start making a plan, we can help you do that too. Fortunately marketing is a universal discipline, although the entertainment industry use it in a specific way the principles are still the same. So if you are finding it hard to break into the film business you can still be gaining experience of marketing and PR in different sectors, allowing you to earn a living whilst you pursue your true aim.

The three stage career plan is designed to break down those initial steps, to gain enough experience to find paid work in the industry.

Stage 1 is your very first steps in the industry, where your CV is looking very thin on experience. This is when you should be focusing on building your knowledge of the industry and skills. Once you have laid this initial groundwork, you should have improved your chances of success when applying for entry level opportunities.

Stage 2 will see your journey begin in earnest as you gain experience and build up your list of industry contacts. Work experience, collaborations and internships are vital tools to create career focus to your CV, and provide you with the necessary experience for paid opportunities. One key task is to get industry references, which is a crucial way to elevate your applications.

Stage 3 should see you equipped with a CV that boasts multiple credits or internships and some excellent references. By stage three you should be on your way to find a permanent position or have established your own network of contacts to help you find regular, sustainable work.

Obviously, in the film industry everyone has varying degrees of success finding work; it's dependent on the opportunities you make for yourself, and how you grasp those that come your way. Having received feedback from productions and companies, we have based the three stage plan on our experience of what makes a successful candidate. This checklist should give you some pointers of how to improve your chances of success.

Stage 1	Stage 2	Stage 3
<p>EXPERIENCE:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Apply for work experience positions during holidays. <input type="checkbox"/> Look for voluntary roles, such as film festivals to add career focus to your CV. <p>SKILLS:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Further your knowledge MS Office, especially Excel. <input type="checkbox"/> Take any short courses to add to your CV. <p>KNOWLEDGE:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Read <i>The International Film Business</i>. <input type="checkbox"/> Read <i>The new rules of marketing and PR</i> <input type="checkbox"/> Watch films, new releases and classics. <input type="checkbox"/> Can you answer 'what is the role of marketing in the sales, distribution and a production company'? <input type="checkbox"/> Look to Essentials for reference material. <input type="checkbox"/> Use CV and covering letter advice to create your first CV. <input type="checkbox"/> Read the creative skillset guidelines that define work experience and internships. 	<p>EXPERIENCE:</p> <ul style="list-style-type: none"> <input type="checkbox"/> If you have finished studying look for internship placements. <input type="checkbox"/> Do you have a reference or two from a work experience or intern placement to add to your CV? <input type="checkbox"/> Do you have a few work experience or intern placements on your CV? <input type="checkbox"/> If the answer is no refer back to stage 1. <input type="checkbox"/> Look at the FDA's training scheme, apply and make use of their video application. <input type="checkbox"/> Research the internships offered by the studios in the UK. <input type="checkbox"/> Call companies of interest once a month. <input type="checkbox"/> Continue to build your CV, apply for voluntary positions during film festivals, you never know who you may meet. <p>SKILLS:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Practice your interview technique with friends and relatives. Interviews are only nerve wracking when you haven't had many. 	<p>EXPERIENCE:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Do you have a CV with relevant internships? <input type="checkbox"/> Can you operate Excel? <input type="checkbox"/> Can you collate data? <input type="checkbox"/> Are you happy pitching your ideas to other members of a team? <p>SKILLS:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Can you write a blog post? <input type="checkbox"/> Do you know how to use social media accounts such as Twitter, Facebook and Instagram? <input type="checkbox"/> Do you know where to look for release dates and what is in production? <p>KNOWLEDGE:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Have you decided which area of the industry you want to specialise in? Distribution, production or film sales? <input type="checkbox"/> Do you know how the industry uses the trade papers? <input type="checkbox"/> You need to know the best way to fit into the office environment, Marketing can be very sociable.

<ul style="list-style-type: none"><input type="checkbox"/> Research the role of the distribution company.<input type="checkbox"/> Look at the FDA website for further information on distribution.	<ul style="list-style-type: none"><input type="checkbox"/> Continue to develop your office skills.<input type="checkbox"/> Practice pitching your ideas.<input type="checkbox"/> Can use use photoshop? <p>KNOWLEDGE:</p> <ul style="list-style-type: none"><input type="checkbox"/> Research the company before each interview and keep re-reading the job description.<input type="checkbox"/> If you are receiving no response go back to your CV and determine what is missing - do you need more experience?	
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