

Film Marketing & Promotion Guide for Madhya Pradesh Cities

From Planning to Publicity – Promotion Made Easy in MP

STEP 1: Initial Inquiry & Requirement Understanding

What Happens:

- The Producer/Studio contacts us via website, email, or phone.
- They share basic details:
 - Film name & language
 - Target cities in Madhya Pradesh
 - Tentative promotion dates
 - Type of promotion required (Press, Theatre visits, Mall/College events, Roadshows, Digital, etc.)
 - Celebrity / star cast availability
 - Tentative budget range

Our Role:

- Assign a dedicated point of contact
- Understand objectives and expectations
- Conduct a quick feasibility check
- Propose suitable cities and formats based on audience & media reach

STEP 2: Customized Promotion Plan & Budget Proposal

What We Do:

- Design a city-wise promotion plan
- Suggest the best formats (Press meet, Theatre visit, Roadshow, Influencers, etc.)
- Prepare a detailed budget breakup:
 - Event costs
 - Media & PR
 - Logistics & travel
 - Celebrity handling
 - Branding & production

Output:

- A clear proposal with timeline, activities, and cost

- Approval from Producer/Studio

STEP 3: City Recce & Venue Finalization

What We Do:

- Conduct a local recce of shortlisted venues:
 - Malls
 - Theatres
 - Colleges
 - Public locations
- Check feasibility for:
 - Crowd movement
 - Security
 - Power & sound
 - Branding visibility
- Finalize venues with approvals from venue owners/managers

Output:

- Final event locations
- Event-wise execution plan

STEP 4: Permissions & Local Administration Coordination

We Coordinate Permissions With:

- Police department
- Municipal corporation
- Traffic police (for roadshows)
- Mall / college / theatre management
- Sound permissions

Our Responsibility:

- Prepare documents
- Apply for permissions
- Follow up with authorities
- Ensure approvals are received on time

Timeline:

- Tier-1 cities: 7–10 working days
- Tier-2 / Tier-3 cities: 3–5 working days

STEP 5: Media Planning, PR & Influencer Coordination

We Handle:

- Press release distribution
- Press conference scheduling
- Local TV, print, radio interviews
- Digital media coverage
- Blogger & influencer collaborations

Output:

- Confirmed media schedule
- Media coverage plan
- City-wise PR calendar

STEP 6: On-Ground Event Execution

On Event Day, We Manage:

- Stage, backdrop & branding
- Sound system & AV
- Anchor/RJ & crowd engagement
- Security & crowd control
- Venue coordination
- Media management
- Time management as per celebrity call sheet

Goal:

- Smooth, high-visibility promotional event
- Maximum audience and media impact

★ STEP 7: Celebrity Handling & Logistics

We Arrange:

- Airport / station pick-up & drop

- Hotel bookings
- Green room setup
- Security & movement coordination
- Minute-to-minute movement plan (call sheet)

Priority:

- Strict adherence to timelines
- Comfort & security of star cast

STEP 8: Digital & Social Media Amplification

We Ensure:

- Shooting of reels, shorts & BTS content
- Influencer collaborations
- Live sessions & fan interactions
- City-specific hashtags & tagging
- Content handover to Producer/Studio for official pages

STEP 9: Post-Promotion Reporting & Closure

After Completion, We Provide:

- Media coverage report
- Social media reach & engagement summary
- Photos & videos of all events
- Final expense statement
- Completion report

Why Work With FilmIndustry MP for Film Promotions?

- ✓ Single-window coordination
- ✓ Local expertise in Madhya Pradesh
- ✓ Trusted vendor network
- ✓ Media & administration handling
- ✓ Transparent budgets & reporting
- ✓ Professional execution

Your promotion in Madhya Pradesh, managed end-to-end by one partner.

Contact

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