

OUR SERVICES FOR PRODUCERS

COMMUNITY & AUDIENCE ENGAGEMENT

Engagement is both a specialty and a thru-line of IMP's work. Media projects can be a powerful tool for education, organizing, and social change. Achieving real-world impact requires a powerful strategy for both building audiences and engaging them beyond their viewing experience. IMP specializes in engagement campaigns for documentary films and other media content. Our engagement services include:

- Outcomes-based strategic planning and campaign design
- Complete campaign execution and management
- Materials development (for viewers, partners and educators)
- Partner recruitment & management
- Educational services
- Event production
- Comprehensive reporting

MARKETING & COMMUNICATIONS

IMP provides comprehensive communications services to support producers at all stages of production. Co-location of engagement with publicity and marketing services creates a more powerful impact and a greater value for clients! We are please to provide the following services:

- Social media production and management
- Publicity & marketing materials development
- PR and media relations
- Web and e-mail marketing (e.g. for educational sales)
- Screenings and other event production

DISTRIBUTION & RELATIONSHIP MANAGEMENT

Independent producers are confronted with a complex, multiplatform distribution landscape that can include multiple windows for each platform. Whether your distribution includes public media, streaming, or DVD sales, IMP can help create a distribution strategy that maximizes your project's reach, including:

- Managing your submission to PBS and public television
- Supporting you through your broadcast deal
- Manage your submission to online streaming platforms
- Work with you to create customized a multiplatform distribution strategy