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Кваліфікаційна робота

на тему: Crowdfunding Marketing Strategy and implementation for documentary funding

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Анотація: У роботі розглядаються теоретико-методичні аспекти розробки та реалізації стратегії краудфандинг-маркетингу з метою залучення фінансування документального проєкту. Описано бізнес-модель документального проєкту "Незламні жінки України" та визначено місце краудфандингу в цій моделі. Досліджено цільової аудиторії та вивчено досвіду просування на краудфандингових платформах подібних проєктів, здійснено обгрунтований вибір краудфандингової платформи з огляду на потенційну можливість ефективного досягнення визначених фінансових цілей. Розроблено маркетингову стратегію та маркетинговий план для просування проєкту з метою досягнення цілей краудфандингу. Реалізовано низку маркетингових активностей і зроблено управлінські висновки.

Ключові слова: краудфандинг, краудфандингова кампанія, стратегія маркетингу, стратегія просування краудфандингових кампаній, документальний проєкт

Abstract: The paper reveals the theoretical and methodological aspects of developing and implementing a crowdfunding marketing strategy to attract funding for a documentary project. The business model of the documentary project "Unbreakable Women of Ukraine" is described, and the role of crowdfunding in this model is identified. The target audience is investigated, and the experiences of promoting similar projects on crowdfunding platforms are studied. A well-founded choice of a crowdfunding platform is made, considering its potential for effectively achieving the defined financial goals. A marketing strategy and marketing plan are developed to promote the project and achieve crowdfunding objectives. A series of marketing activities are implemented, and managerial conclusions are drawn..

Key words: crowdfunding, crowdfunding campaign, marketing strategy, promotion strategy for crowdfunding campaigns, documentary project

CONTENT

INTRODUCTION

One of the most popular ways to acquire money for projects as well as various causes is through crowdfunding. This approach has grown in popularity in recent years as online banking has become more technologically oriented. Projects can now be funded by people from anywhere in the world. Raising money for a business might involve anyone working on enterprises, NGOs, or creative projects.

Due to Global Crowdfunding Market 2023-2027 statistics [1] In the years 2023 to 2027, the global crowdfunding market is anticipated to increase by $264.09 billion, with a CAGR of 15.86%. Therefore, it is important to explore the features of human interaction on crowdfunding platforms and research existing studies about crowdfunding and crowdfunding marketing methods to create and implement an effective crowdfunding marketing strategy. It can significantly help entrepreneurs to reach their funding goals more efficiently.

Nowadays, it is crucial to continue telling the world about the war in Ukraine, about the true events and the life of people during the war. Namely, documentary films are one of the most effective methods to maintain a topic on hearing, an indirect but impressive way to create a realistic picture of the true state of affairs and emphasize the importance and value of support.

All this became the motivational basis for joining the project of creating and promoting the documentary Unbreakable Women of Ukraine. The grand goal of the Faraway Pictures team (film production company) is to win at one or more large-scale British festivals (perhaps Ukrainian) in 2023 and donate money to Ukrainian Women Fund to help the women who became victims of the Russian-Ukrainian war. An intermediate goal on this path is to raise money on the crowdfunding platform. It has determined our focus on practical contribution to the project and the choice of the thesis topic. The work aims to create and implement the promotion strategy for the documentary crowdfunding campaign on the British and Ukrainian markets.

A crowdfunding campaign's performance is influenced by several variables, such as the project's quality, the chosen marketing approach, and the degree of interaction with potential supporters. The chance of success can be considerably increased by a well-planned marketing strategy that incorporates a deep understanding of the targeted audience and stakeholders and using digital marketing instruments for its implementation. Mentioned aspects highlight the relevance of the chosen topic of the thesis and define its aim.

This study aim is to elaborate crowdfunding marketing strategy and implementation for documentary. The following tasks are defined to achieve the aim:

● to study thematic literature and Internet resources and to define the most effective approaches and marketing instruments to promote the crowdfunding campaign;

● to describe the business model of the documentary project "Unbreakable women of Ukraine" and define the place of crowdfunding in this model;

● to analyze crowdfunding platforms and select the one that will provide the best tools for reaching the financial goal;

● to consider competitors and to conduct benchmark analysis for the better planning and launching the marketing strategy;

● to define segments of the target audience and their ways of finding us;

● to create a marketing strategy to promote the crowdfunding campaign and marketing plan for reaching the goals;

● to launch the marketing campaign and to make management conclusions.

The experience of two years working with the international marketing team at Viber and studying at UCU Business School will be used to achieve the final project's aim.

The subject of the research is marketing promotion strategy for crowdfunding campaigns.

Concerns regarding the need for more systematically conducted research on marketing strategy for the promotion of crowdfunding campaigns have been voiced by academics for a long time. Most of the existing books are science fiction books, and the most helpful literature for our project turned out to be scientific studies on crowdfunding and articles on the Internet with insights and conclusions from people who launched similar crowdfunding campaigns.

The study is based on two books about fundamental marketing, three science fiction books about crowdfunding marketing strategy and more than 20 scientific studies and articles. The most significant literature for this diploma paper was the work of Jamey Stegmaier [2], the owner of the well-known site Kickstarter Lessons [3] and a veteran of seven profitable Kickstarter campaigns totalling over $3.2 million.

Research by Etienne Schraven [4] from the University of Amsterdam also played an important role in the study.

General and special scientific methods were used to achieve the aim of the study. The main ones are the following: induction, deduction, evidence-based argumentation, comparative analysis, synthesis, modeling.

The theoretical and practical value of the results
Based on the theory that has already been read and processed and the experience of other businesses, we concluded that if the crowdfunding marketing strategy is correctly developed, it may assist crowd funders in raising the money they require and getting off to a strong start with a supportive audience who is ready to stick with them as they launch their new business or project. Development of the promotion strategy for the crowdfunding campaigns (as well as for others) starts with understanding the business context and profiling the target audience. After this task strategic and tactical decisions will be made regarding using critical digital marketing tools for crowdfunding campaigns.

● The theme of crowdfunding marketing is an underexplored area with gaps in theory and methodology. Understanding human interaction on crowdfunding platforms and researching existing studies can help create an effective marketing strategy. A well-developed strategy can assist crowd funders in raising funds and gaining a supportive audience for their new project. Based on the theory that has already been read and processed and the experience of other businesses, we created our own approach to the development and implementation of marketing strategy. It is generic, therefore it can be used for other projects.

● First of all, our elaborations are useful for the crowdfunding campaign of the documentary Unbreakable Women of Ukraine and allow us to reach the financial goal of the project more effectively. The practical value of the research also consists in the fact that similar creators or crowdfunders might use our experience with all managerial conclusions for launching their projects or businesses.

PART 1

DEFINING AND DISTINGUISHING CROWDFUNDING

AND CROWDFUNDING MARKETING

1.1 Defining the term "Crowdfunding"

The primary concept of crowdfunding is an open call, mostly through the Internet, to provide financial resources either in the form of donation or in exchange for a future product or some form of reward and/or voting rights [5].

The term encompasses a wide range of crowdfunding practices and has its origins in the idea of crowdsourcing. Term "crowdsourcing" Ryan Goodrich defines the main goal of crowdsourcing as creating content or products by using a big group of people for their skills, ideas and participation.

Goodrich also emphasizes that soliciting customer input is not a new business strategy, and due to open-source software, it can lead to significant results through a big group of audience.[6]

According to Dresner, crowdfunding is not new. It has roots in 3000 b.c. when affluent families provided loans to communities or individuals to finance infrastructure and businesses.

In the 19th century, the funding of the Statue of Liberty, the symbol of New York, was organized using the crowdfunding model. People believed in the project. The French and Americans raised money by holding meetings, performances, auctions and rails.

Joseph Pulitzer printed each donor's name in his daily newspapers, and people began donating even more actively. [7, p.4]

Dresner states: "People always wanted to become a part of history, be part of something bigger than themselves. Times might have changed, but core beliefs have not." [7, p.3]

Crowdfunding is a popular subject either for practice or scientific research nowadays. The most essential and valuable themes for research are indicators of whether the crowdfunding campaign will be successfully funded. The knowledge of crowdfunding is growing rapidly. People are mostly gathering information from crowdfunding platforms and blogs, from the experience of other people because, as Hoegen says, the primary data has been collected by a few researchers [8]. No one knows what exact steps should be taken to create and launch a successful campaign, and therefore, curiosity and relevance of this topic is high [7, p.3]

Types of crowdfunding

Crowdfunding often has different types that depend on their repayment system. Steven Dresner, in his book, distinguish four forms:

1. Lending-based crowdfunding. Businesses that borrow money promise to pay it with interest due to a certain schedule.

2. Equity-based crowdfunding. Crowds that invest in a company become shareholders of it in exchange.

3. Rewards-based crowdfunding. This model is popular among artists. They receive money and offer non-financial returns to the crowd.

4. Donation-based crowdfunding. It is based on the philanthropic and civic motivations of people.

We can divide those categories into financial and non-financial return crowdfunding [7, p.35]. Sometimes projects and businesses also use mixed types or combinations of those models.

This work is focused on non-financial return, rewards-based crowdfunding because we provide people who support our project financially with a film that will be interesting and relevant to them and their feelings. We offer the crowd to become part of the story.

Crowdfunding stakeholders

Crowdfunding consists of 3 key players:

1. Businesses (startups or creators). They are called fundraisers, offering their ideas or products and asking for financial help.

2. Backers (investors or sponsors). Those people invest money in projects and ideas that seem successful and promising, enhancing their sense of community and belonging to a certain community.

3. Crowdfunding Platform, which is on the Internet. It connects investors and startups on certain conditions (for example, commission or payments for additional services). The most used and famous crowdfunding platforms are Kickstarter, Indiegogo, GoFundMe, Patreon, and Crowdrise. Later we explain the difference between them and our choice of platform.
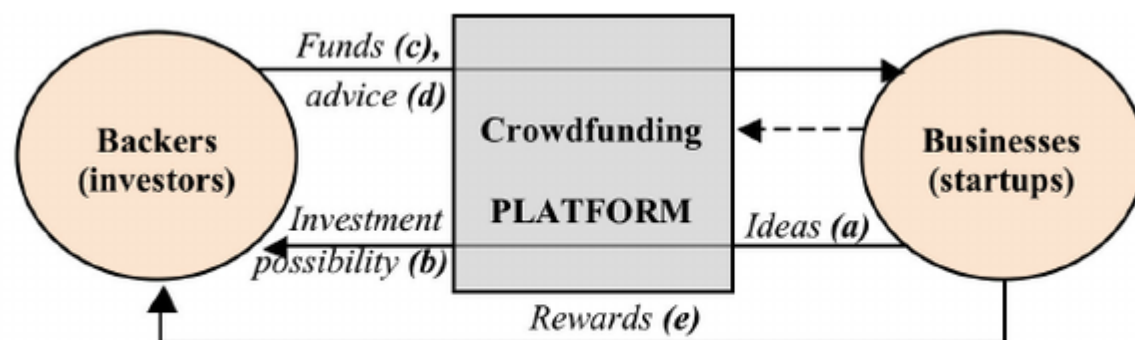

Fig.1.1 A framework of crowdfunding process [9]

The main idea of crowdfunding is a "win-win" game when each player receives profit as it is shown in Figure 1.1.

1.2. Concept of crowdfunding marketing and the algorithm for strategy development

The Crowdfunding process is a long-term activity. There are different approaches to defining and distinguishing stages of it Stephanie A Macht and Jamie Weatherston identified 2 stages in their research [10]:

1. The pre-investment stage is when creators or businesses prepare crowdfunding campaigns, and investors decide to invest money. Researchers state that motivation plays a decisive role in this stage.

2. Post-investment stage. For bakers, it begins after they invest money. However, creators come to this stage after they receive funding (due to different models of payment on crowdfunding platforms, which will be described later in this study)

Researchers Gerber and Hui added one stage in the process, including time during the crowdfunding campaign. Creators or businesses play the main role there. [11]

Considering ideas and insights from blogs about the experience of startups and detailed descriptions of their practical steps, we can propose the following model with three stages and four sub-stages, which will also apply to our project.

We define three main stages: before the campaign, during the campaign and after the campaign.

The first sub-step is to make a plan for the campaign. During it, we define exact goals and needs, analyze similar earlier projects, and create quality content and visuals. The most important task at this stage is to create an execution plan with strict deadlines.

The second sub-step is the creation of a crowdfunding campaign, which includes collecting reviews, building a community on social media, considering what we can offer as valuable rewards or compensation schemes.

The last sub-step of the "before the campaign" stage is the final review of the prepared project, which is held by the platform that we chose for the crowdfunding process. Platform operators should ensure conformance with regulations, verification of the creators team and quality of the content. Once everything is approved, the campaign is live, and the most responsible part of the whole process begins.

In Figure 1.2, we can see that in the first sub-step of the second stage, the crowd actively pledges money. Simultaneously, Creators should provide updates and information regularly, reply to comments, questions and suggestions quickly, activate the network and community, remind them about the project and call them to participate in funding. There can also be involved journalists, bloggers and influencers to reach more audience during this time.

The second sub-step is campaign results. If creators choose a "keep it all" type of funding model, they are paid out regardless of whether they reached their minimum sum due to the goal or not. However, if the "all or nothing" model was chosen, the fees would be paid out to fundraisers only if they collected the amount of money they set for themselves at the beginning of the campaign.
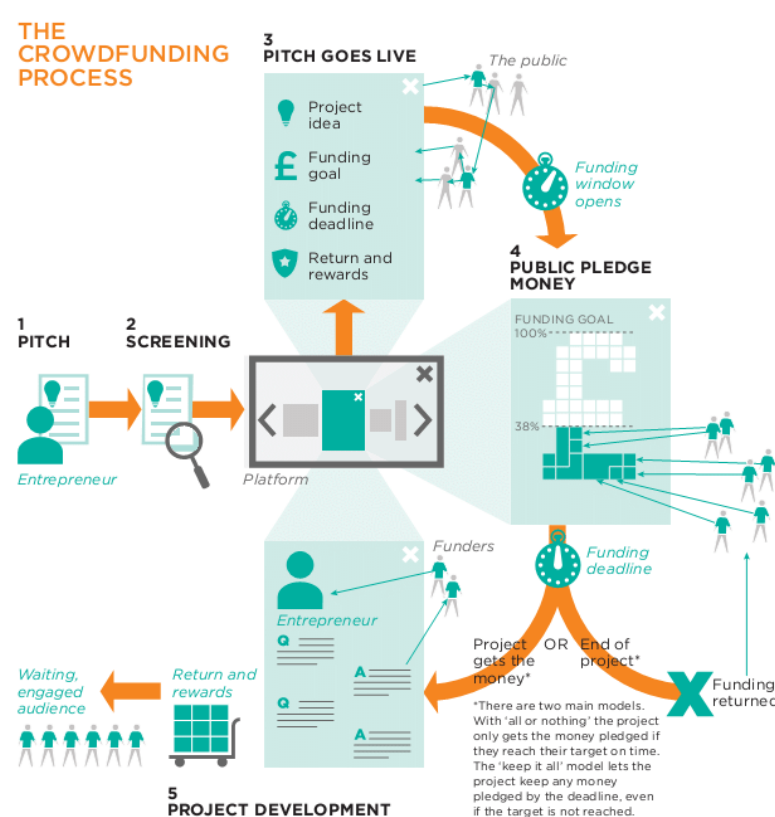

Fig.1.2 Crowdfunding as a basis for launching new business ventures [12]

The final "after the campaign" stage is about delivering on campaign promises, sending products or showing content and continuing to answer questions and communicate with the project community, which was created initially.

Crowdfunding has become more popular in recent years as online banking is associated with technology and people can now fund projects from anywhere around the world. Therefore, it is important to explore the features of human interaction on crowdfunding platforms and implement a marketing approach to the launch of the crowdfunding campaign to reach the funding goal more efficiently.

As Hollensen and Kotler state, marketing is a process and business function aimed at defining its target customers and satisfying their goals and needs competitively and profitably [13]. Drucker summarized different approaches to defining the importance of marketing for businesses: Marketing is the basis of all business and, therefore, of critical importance to all aspects of it. [14, p.11]

Kotler claims marketing is about a fast-changing market and new customers: "young, urban, middle-class with strong mobility and connectivity"[15, p.5]. New customers communicate more and live their life faster; they

make decisions anytime and anywhere and use many devices. Moreover, new types of customers trust the network of their acquaintances, friends and family more than they trust businesses and brands [15, p.13]. If the business wants to be successful, its marketing should be quick and time-sensitive.

In today's world, with changing landscape and fast-developing technologies, marketers should deal with offline and online customer interactions. Both are important and effective if they are made correctly and appropriately. Marketing nowadays is more than just selling; companies want to interact with consumers and provide them with experiences. Significant shifts are taking place in how businesses interact with their clients: instead of mass marketing to all clients uniformly, businesses want to develop deeper, more direct, and longer-lasting connections with more carefully chosen clients. The idea is to give consumers value and shift from "telling and selling" to listening. [15]

According to Gunellius, there are three main types of digital marketing:

● Online marketing. It encompasses all Internet-related marketing strategies. Conventional web marketing methods focus on "push" marketing techniques and are frequently direct marketing initiatives, meaning businesses send messages to customers with a certain action or reaction in mind.

● Social media marketing. It includes all types of advertising carried out through the use of the social Web's capabilities, both direct and indirect.

● Content-marketing. Content marketing is more informational and less sociable than social media marketing. Content marketing is the term used to describe any information that gives value and could promote a company (directly or indirectly). [16, p.13]

The most well-known digital marketing channels include email, the Internet, websites, mobile, and social media.

Although there is no proper way to choose a channel or tool, it is advised to look around the area where the target audience spends their time and choose a natural channel. When a channel is acceptable and pleasant, viewers are more likely to use it frequently and engage with engaging material, which keeps them returning for more.

We can define crowdfunding marketing as a promotional strategy that businesses or creators apply before, during and after the crowdfunding process. Crowdfunding marketing is the advertising businesses or creators do to publicize campaigns, persuade others to contribute to them and boost their chances of getting the funds they require to accomplish their objectives. If done correctly, crowdfunding marketing may assist crowd funders in obtaining the money they require, achieving their goals, and getting off to a strong start with a supportive audience ready to stick with them as they launch their new business or project.

Crowdfunders mostly focus their decision-making and strategic planning on the campaign information. As a result, the framework's central component is the campaign.[10].

We can summarize experience from crowd funders blogs and distinguish the following main arguments in favor of using a crowdsourcing marketing strategy:

1. Chances of acquiring funding for the project increase when the campaign is advertised to a big audience.

2. A successful marketing strategy will help develop relationships with the target market.

3. Trust and confidence can be built through interaction with the community by starting and managing a crowdfunding marketing campaign.

To position and effectively promote crowdfunding campaigns, businesses or creators must research the market, competitors, and target audience, like with any marketing strategies. Entrepreneurs should have a clear path due to the effective use of digital marketing in their overall business marketing plan. After defining a crowdfunding strategy, businesses may carry out a marketing plan and pursue various strategies to accomplish the objectives outlined in the marketing strategy [16].

Digital marketing strategy for crowdfunding campaign

Hollesen states that many profitable, market-focused businesses use marketing planning as a tactic. It is a methodical process of gathering and analyzing market data, creating and documenting marketing goals, plans, and initiatives, putting those plans into action, monitoring their success, and assessing the results. The result of this organized process is the marketing strategy. This document compiles the marketer's knowledge of the industry and describes how the company intends to accomplish its marketing goals. Marketing planning process should be started at least a few months before the marketing strategy is due to be put into action. This gives enough time for in-depth research and analysis, management review and modification, and coordination of resources among functions and business units. [13]

According to Drucker, the goal of strategy is to give an organization the tools it needs to succeed in an uncertain world. A marketing strategy aims to get outcomes in an environment that is unknown and unpredictable, not one that is known and foreseeable [14, p.17]

Drucker claims: "The fact remains that so far, anyone who is willing to use marketing as the basis for strategy is likely to acquire leadership in an industry or a market fast, and almost without risk."[14, p.39]

The importance of marketing strategy for crowdfunding has grown for a number of important reasons:

1. Awareness of the target audience, the project's purpose and how it helps others. Having these things defined makes it easier to stand out in a sea of competitors.

2. Awareness about competitors. Creators and businesses have a distinct understanding of their business's identity, including its advantages and disadvantages. They are aware of the project's strengths and how to market their business to succeed.

3. Consistently communicate about the campaign's value. It gives confidence that the campaign will be appropriately portrayed in all aspects of sales and marketing.

4. Planned activities and budget. The marketing plan specifies the actions that will be carried out during the campaign within each channel and the schedule for performing those activities. The strategy specifies the marketing channels and how the project will be promoted.

5. Defined goals and KPIs. Peter Drucker said that you cannot manage what you do not measure. The metrics that will be used to measure the effectiveness of the marketing activities due to the marketing plan will be set, considering objectives defined in the marketing strategy [14]. It is important because it allows identifying the activities that worked well for the project and those that require improvement in the future.

Researching market and competitors

Gunelius states that if the businesses or creators know what their competitors are doing, it would be easier to grow the business or launch a successful crowdfunding campaign. By being aware of their rivals, entrepreneurs can position their companies in customers' eyes and fulfill their wants and expectations.

It does not mean that the strategies or techniques the competitors use to launch the campaign in a particular way will work for everyone. However, Gunelius warns not to be afraid of the market and try to mix different methods and approaches to stand out from the rivals or better position the project [16, p.33]

Based on data mined from John Coveyou's lengthy Kickstarter project, if the creator or business launches only one project, the probability of successfully funding their first project is 23%. Your probability almost doubles, to 55%, if they have backed between 11 and 25 projects. This isn't just a correlation; it suggests that entrepreneurs who invest the time to support other initiatives and continuously learn from them are far more successful. [2, p.108]

There are some ways to listen to the competitors and receive insights for the project that Hollesen mentioned in his book:

1. To find competitors` profiles on Social Media and subscribe to them. To monitor what they post and their activity within groups and communities.

2. To review competitors' subscribers and follow people they follow and connect to them. Conversations, activities and comments of rivals` friends can give an understanding of the strategy and thinking of the competitor

3. To read comments in blogs and competitors` crowdfunding pages and to pay close attention to the audience who write them. Hollesen also advises reaching out to commentators to know the potential audience or bakers better.

4. To find influencers, or consumer opinion leaders, who can provide social media inspiration through both the material they publish and the manner they word their thoughts. The business might attempt to observe how its target audience composes posts and then work to write similarly. Moreover, it may observe their sharing patterns and utilize that information as the foundation of a social media marketing strategy.

5. Industry leaders. Big brands like Netflix, Disney, and Apple can give an understanding of what works in marketing strategies and become role models for creators or businesses during their crowdfunding campaign [13, p.38]

Identifying target Audience and their values

Researching your consumers is just as important as researching your rivals. Kotler claims: "There is only one winning strategy. It is to carefully define the target market and direct a superior offering to it."[17] When marketers try to understand who their consumers and potential customers are, what they purchase, where they are, what they read or watch on television, and other information, Drucker said they are on the right track. Yet he discovered that few marketers strongly emphasize what may be the most crucial query of all: What do consumers and potential customers value? [14]

Another crucial step in the marketing and communication strategy is to identify the target audience, claims Dresner. The target audience of creators and businesses are investors and backers. There should be a clear understanding that the crowd is big enough before reaching out to the influencers or friends and family. [7]

Making a list of all the contacts creators or businesses have can be the first step. Dresner recommends to mark the connections that could potentially be prepared to invest in the project and to segment them into 3 categories:

A. Investors who understand the field of the project or have a strong conviction in its success, for example mentors, rich family members and friends, heads of groups or organizations, and former bosses.

B. Investors who might invest if they noticed that the campaign was gaining a lot of traction or who would need to learn more about the project before committing, for example influencers, professional acquaintances

C. Investors are unlikely to invest unless the campaign has a huge success or if it can attract enough attention to have them pay attention, for example, social media contacts and other acquaintances.

Creating the right content to interest the target audience and improve their lives is the best marketing approach. Therefore, the next step should be listening and learning what each target audience needs and desires from the content. Gunelius emphasizes that listening is among the most crucial components of effective content marketing. Customers make rapid decisions and change their thoughts even faster. [7, p.134]

Finding where the target audience is currently communicating and sharing thoughts is one of the most crucial tasks before launching a crowdfunding marketing campaign. [16, p.39]

Setting goals

Entrepreneurs should keep their goals in mind while they create and launch crowdfunding marketing campaigns.

It is important to define the time that can be dedicated to content marketing, the most appropriate tools to support and analyze content marketing activities and the outcomes you hope to achieve from those efforts.

Businesses or projects cannot satisfy everyone's needs in one way. Attempts to reach everyone and give them what they want to make the crowdfunding campaign less effective and successful. Gunelius states that the most effective brands and businesses are those with a clear focus, and dedicating the time to select a certain area of concentration and focus for the project will help to stand out from the crowd and reach success. [16, p.44]

Hollesen recommends that creators strive beyond well-known indicators like retweets and likes. Advanced metrics like "number of leads generated," "web referrals," and "conversion rate" should receive more attention. The business should also set its goals using the SMART framework:

Specific - to target a certain area for improvement by being precise.

Measurable – to quantify or at least suggest a progress indicator.

Achievable - accepted and in line with business objectives.

Realistic - to describe the outcomes that can be attained with the resources at hand realistically.

Time-related - to indicate when to goal can be achieved

The financial objectives should be determined first, which should cover all costs needed to reach the projects' goals. The financing target should be the least amount of money required to bring the idea to life, minus the amount that entrepreneurs personally are prepared to put in it, plus some extra money to account for risk and unanticipated costs. [13, p.31]

According to Stegmaier, there are three financial situations to prepare for:

1. Unsuccessful campaign - the project does not reach the financing target;

2. The project barely reaches the goal

3. The campaign exceeds the funding goal. [2, p.161]

Dresner recommends putting prospective dollar values next to each name on the A and B segments of investors that were determined earlier. Creators should stay conservative and not start the campaign until they have tripled their financing target. [7, p.134]

After defining financial objectives, it is important to dedicate time to content marketing goals. Content marketing objectives should be practical and always centered on quality rather than quantity since if the focus is on creating great audiences and publishing quality material, the quantity will naturally follow over time. A content marketing approach is effective when there is an increase in the statistics as a result of content and dialogues exceeding customer expectations. [16]

Choosing content-marketing strategy and channels

Stegmaier claims that the size of the audience that supports business endeavors will significantly impact the crowdfunding campaign's success. Entrepreneurs should begin developing an audience during the pre-launch phase of the crowdfunding marketing campaign. [2]

According to Kotler, customers are mostly affected by three things while making purchases:

1. They are impacted by marketing messages spread across several media, such as television commercials, print advertisements, and public relations.

2. Their friends' and families' ideas influence them.

3. People also have personal experiences with certain companies and opinions about them based on those encounters.

The author says that consumers nowadays rely on other people's opinions. At times, the opinions of others have even outweighed commercial messages and personal preferences. People believe that their close friends and family are their best defense against unreliable products and businesses. Social media usage makes it difficult for customers to concentrate, which frequently affects their decision-making. As a result, many customers rely on the crowd's opinions while making decisions. [15, p. 57]

There is a higher chance of creating fans who are devoted brand advocates and connections with important people on the Internet if a business creates outstanding, shareable content. It's preferable to have 100 engaged readers who share and discuss your material than 1,000 ineffective contacts. That's why it is highly recommended to develop excellent relationships and produce quality content. True content marketing success comes from a constant progression toward the objectives as a result of efforts. [16, p.241]

Creators or businesses should choose a central, branded location on the Internet that acts as the central point of the content marketing efforts. Gunelius recommends not to put all of the content marketing efforts on the websites; a blog in social media is the better choice since it offers more flexibility regarding the kind of information that can be published in a single location. In addition to being incredibly search engine friendly, blogs have a significant compounding effect that helps to establish online presence and promote content in both: paid and organic ways.

Social media platforms should provide the best support for the goals and purposes of the business. Each social network has a distinct audience and requires a different approach. The choice of the platform should be based on the overall goal and target market. [2]

Stegmaier gives the following short description of each social media:

1. E-newsletter is the most effective method to get in touch with everyone who is interested in what you and your business are doing.

2. The podcast is about putting yourself out there and starting discussions

3. Facebook and Instagram are for sharing pictures and mini-updates; interacting with others through chit-chat

4. YouTube is for video materials and personality-sharing

5. Twitter is for casual conversations with individuals about their preferred subjects

6. LinkedIn is for business and professional conversations

A balanced approach should be used while establishing a community on these platforms. Don't publish the same thing, in other words. Creators should avoid publishing the identical content simultaneously on all social media platforms. They should spread out different content across all platforms and, when appropriate, take an active role in the comments. [2, p.127]

The main principle of content-marketing strategy should be: to hang out, but avoid advertising, and to spend time on Facebook, Twitter, or any other type of media. Relax. Chat. Discuss. Debate. Don't advertise. Promotion will turn people away. On the other hand, socializing is all about establishing new acquaintances. Promoting is far less enjoyable, and others who are as passionate about the campaign's mission are drawn to it.[2, p.128]

There are some more advice to launch a successful content-marketing strategy Gunelius:

To use cross-promotion of materials between different social media, for instance, by tweeting about a fantastic blog article that was just published or writing a blog post about a forthcoming Tweetchat .

To interlink the content by including a link to a video you posted on Twitter within a blog post. The material can also be interlinked by using the link to a previous blog article in a new one.

To use link building, persistent content marketing tactics. In order to increase organic traffic to the blog, to create shareable content and develop connections with people online.

To use link baiting, a temporary content marketing tactic. To create the content with the main objective of generating inbound connections and increasing traffic. Link bait posts are often written about a trending theme that is happening right now, like breaking news. The subject could potentially be divisive. Link baiting attracts new people who would not have discovered the blog otherwise. Some of those visitors could become devoted customers who share posts and spread the word about the campaign to their own audiences. The trick to using link bait posts

effectively is to make sure that materials don't annoy loyal audiences who could be confused by unrelated information or irritate new visitors who want to find more of the same sort of content in the blog. [16]

Social media funnel and paid advertising

Kotler proposes the four A's framework, a simplistic model to represent the uncomplicated funnel-like process consumers go through when assessing brands in their consideration sets. Consumers become aware of a brand, feel either positively or negatively about it (attitude), decide whether to buy it (act) and determine if the brand is worthwhile for recurrent purchases (act again). The number of customers traveling through the process decreases with each step. The brand must have been familiar to those who like it. Customers of the brand must have loved it in the past. Also, the number of brands being examined by clients along the way decreases [15].

Social media marketing is the use of social networks and tools to lead prospective (potential) customers through a funnel of actions, such as signing up as a new customer and purchasing the company's goods and services, with the ultimate goal of converting them into devoted customers with a high lifetime value.

Here the question arises: which order should marketing tools be applied in? The business must understand its potential consumers to choose the best way to approach them. The company's goals, the metrics that should be used to measure them, and the numbers that should be assigned to those indicators must all be known to the social media marketer. The three stages of a typical consumer buy-in process: Awareness, Engagement, and Action, and the essential indicators associated with them.

To move and push new potential clients through the funnel, the following instruments can be used as vehicles:

1. Offline marketing

2. SEO (search engine optimization)

3. Internet marketing

Hollesen emphasizes that any bottlenecks in the social media funnel will impede or halt the pace of converting prospects into paying bakers. The bottleneck's location may prevent the business from converting traffic into actual sales or possibilities for brand exposure. [13, p.20]

The organization should examine each technique in each step of the funnel after putting the key measurements in place, and it should aim to establish industry benchmark standards [13, p.21].

In the process of building a social media funnel, creators should make sure all of their branded online destinations appropriately represent their business, offer value, and point back to the primary branded online destination, as is shown in Fig. 1.3. In order to share additional information with the audience and strengthen connections with them, many people should be directed to the core hub. In the crowdfunding process, it is the Kickstarter page.

A firm employing a blog as its primary branded online destination with many other branded online destinations going back to that central hub is depicted in Figure 2-4.

Do not feel compelled to immediately launch many branded internet locations. Always explore expanding your brand to new internet venues if you can deliver quality above quantity [16].
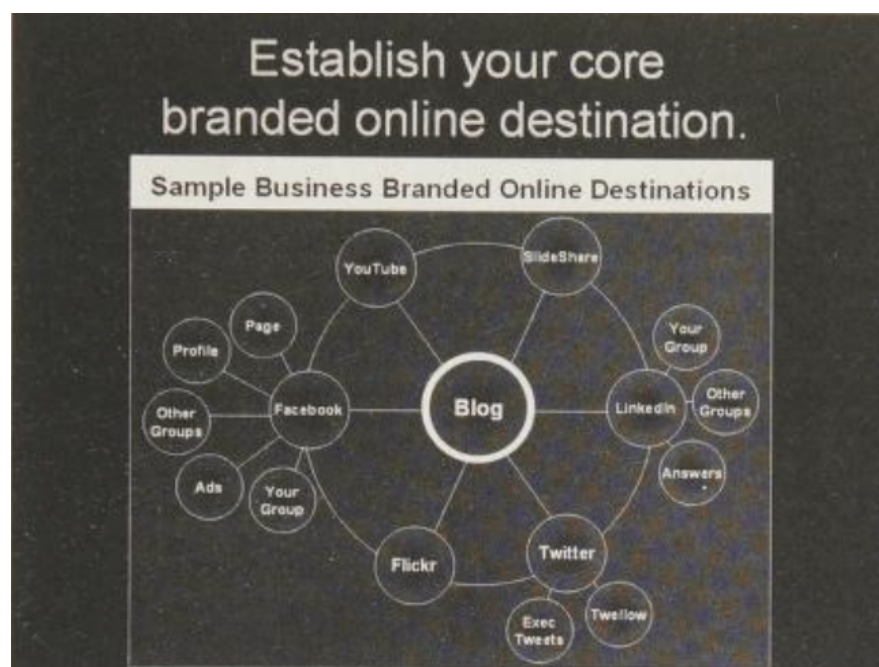
Fig.1.3 Blog as branded online destination [16]

Measuring results and correcting the strategy

The online audience changes even quicker than the Internet itself. The greatest approach to completing a certain activity one day could not be the best way to complete the same task the next day. What works today might not work tomorrow.

Entrepreneurs should evaluate the results of content marketing campaigns so that they can adjust the approach to achieve their objectives.

The first step in managing an online reputation is to keep track of what is being written about the campaign online. It is simply the start of the examination of content marketing performance. Developing brand value, an intangible company asset is the key to content marketing success. Success doesn't happen quickly when measuring the effectiveness of content marketing, so businesses should be ready to spend for the long haul. [16]

Analytical metrics are divided into hard and soft metrics. Focusing on both hard and soft indicators is necessary to monitor the effectiveness of content marketing. Soft metrics are qualitative data that is obtained subjectively, and hard metrics are numeric data that can be collected objectively. Both types of analytics provide crucial information about how well the content marketing is doing overall.

Hard metrics are objective:

● Amount of times shortened links on Twitter, Facebook, and other places are clicked;

● Number of times Twitter posts are retweeted;

● Number of replies and mentions on LinkedIn;

● Amount of comments made on your blog Number of replies made in reaction to your comments made in other blogs, forums, etc.

Soft metrics are far more arbitrary. They concentrate on the opinions and feelings that the online community has about the brand and company based on the posts and conversations that community members engage in online. Gunelius mentions in his book that many of these immeasurable performance outcomes are what influence hard measurements.

For instance, a rise in tangible measurements like Web site page views and Twitter followers are likely to occur when brand awareness and favorable brand sentiment about the company among the target audience increases. Examples of soft metrics:

● Impressions

● Perceptions

● Loyalty

Even though soft metrics can't be measured directly, they can better understand how the audience feels about the brand and company by listening to conversations and keeping an eye on your internet reputation. Brand loyalty and advocacy are often followed by higher sales (donations) due to positive brand perceptions and emotional attachment to a brand. [16, p.269]

Various analytical tools are available on the Internet, and each provides similar information to analyze and correct the marketing strategy. Gunelius describes the following metrics as the most helpful in his book :

1. New and returning visitors metric helps to ensure that the audience is expanding over time and assess whether it becomes loyal to business

2. Traffic sources show where the blog or website visitors are coming from. This information can be used to learn more about other websites linking to the blog and disseminating the content.

3. Referrers is a more precise measure that identifies the precise Web addresses where visitors clicked links to reach the website or blog. Visits to those sites can provide the answer to why visitors come to the blog and what they are saying about it and the content.

Gunelius also warns that no analytical tool, free or paid, is 100 percent true and accurate.[16, p.273]

The marketing strategy should be updated to reflect the most recent learnings. Entrepreneurs should always be testing to see what modifications to their marketing approach are necessary. They should include testing capabilities in all of their marketing activities.

Triumphs and mistakes should be tracked, evaluated, and used to modify marketing strategy accordingly.

Surveys also can be used to evaluate progress, both online and offline. The business may check in with its email subscribers, website visitors, and social media followers to see how they are doing. This straightforward method is frequently highly effective and explains why people follow and donate to the project. When looking for places to improve, this understanding might be very helpful.

The most crucial concept to grasp about marketing strategy and plan is that they should be dynamic. The business must establish new goals as it completes the missions and objectives for each social media channel [13].

Creating content and building the community

 The crowd should be big enough before reaching out to influencers, friends, and family.A key component of a successful project is creating content before a crowdfunding campaign, such as a blog, podcast, website, and so on. Bakers and fan base will be impacted by the way your content is organized.

Stegmaier, in his book, proposes the following content guidelines:

● 1/3 of the company's content creates revenues, converts visitors, and promotes the project.

● 1/3 of the content should contain news and ideas from influential people in the field or businesses comparable to the project.

● 1/3 are personal connections with the audience

Entrepreneurs should provide project updates that are relevant, insightful, vital, and urgent every two to three days during a campaign. Their goal is to sustain the same enthusiasm that supporters had when they initially found and funded the project. [2]

After the post has been published, creators should respond to the community who leave comments. Establishing connections with the target audience is one of the key benefits of content marketing since relationships often lead to sales (donations), brand loyalty, brand advocacy, and more business. Building relationships with new people who may one day provide funding is the most crucial thing any aspiring fundraiser can do. A strong relationship will help to raise money more quickly than anything else, so show them how strong business is in its field.

Dresner says that many individuals adopt the "if you build it, they will come" philosophy when it comes to their crowdfunding projects. People want to know that crowdfunding has a large network of supporters in rewards-based crowdfunding, regardless of how much they donate. There is little chance that others will believe in someone if their closest friends and relatives do not. Communication in blogs is the social proof required to persuade investors that the idea of the project is viable to invest in it [7, p.128].

Also, entrepreneurs should ensure that any comments on their blogs are moderated to remove spam, harsh language, and links to offending websites. While free expression should be encouraged, creators can delete or modify any comments that could negatively affect the reader's experience and business reputation. But Stegmaier warns not to just erase unfavorable comments about the project on the blog.

If a dissatisfied consumer complains on the blog and his comment is erased, they probably won't leave creators alone. In this case, it is recommended to have a private email conversation with the client about the problem or properly reply to their criticism. [16]

Stegmaier emphasizes in his book that content on the e-newsletter platform is also crucial during crowdfunding campaigns. He claims that there is no better way to communicate directly with everyone who cares about your business. Every subscriber sees an e-newsletter when it is sent out. Except when you have something significant and urgent to communicate, an e-newsletter should be sent once a month. Moreover, the most crucial information should be included in the e-subject newsletter's line and first paragraph.

Regularly updating bakers and investors on the company's activities enables them to engage them and show them how they may assist in raising the value of their investment. Investors should be aware of what has been done and what is planned for the future. It will show them opportunities to see how and why they can help.[2]

Connecting with influencers and organizations

Another crucial component of a successful crowdfunding campaign is contacting bloggers, podcasters, and other content producers. Bloggers are the new press; they are how your cause is naturally publicized.

Influencers are relevant for the campaign when they have a loyal following of people who fit the description of the business's target audience. There are some ways to connect with them:

- To join their Twitter account, retweet their posts, or reply to them.
- Add them as a Facebook friend, like their page if it exists, and start a conversation.
- Check out their blogs and leave comments. [16]

Gunelius warns not to start self-promoting right away. Before that, crowd funders should establish their expertise and show their value to the conversations of online influencers through social media marketing activities. It's essential to establish a relationship first so that when the time comes to ask an online influencer to assist a business in promoting the content or business via a tweet, guest blog post, or other strategy, they will be more inclined to do so.

Reaching out to relevant organizations and funds is also an effective strategy. Usually, they have a lot of connections and influence and can help to promote crowdfunding campaigns if they find it important and worth the attention. [16, p.251]

Rewards for bakers

"The project should be designed from the ground up to attract backers and keep them interested while providing them with awesome rewards for an affordable price. The project should be backer focused, not on the remote possibility that the crowdfunding platform will feature the project (which will give only a little boost at best)." - Stegmaier [2, p.56]

It's crucial to make clear the advantages to the backers depending on their various contributions. A reward program should typically have numerous award tiers with various price points for each. Awards can take the shape of

different items, variants of the same products, online products, chances for various types of creative collaborations, exclusive content, creative experiences, and creative keepsakes based on different degrees of contribution [18].

Backers should decide which campaigns are worthwhile donating to and how much to give based on the available information when the campaigns are created and formally published online. The technological infrastructure for information display, payment facilitation, and engagement surrounding campaigns is provided by crowdfunding platforms in the meantime.

The budget for the project should include a variety of rewards for bakers and shipment. At this stage, crowd funders must determine the most effective and economical means of shipping goods worldwide for both the and backers. Doing this right away is important before the idea is funded or launched. [2]

Stegmaier also recommends making early-bird prizes to attract backers in the initial few days of your project, when momentum is crucial. According to our research of Kickstarter crowdfunding campaigns, here are some alternatives to early-bird prizes that are better for backers:

● To create a blog with relevant content beforehand.

● To create and send exclusive branding wallpaper for everyone who donates in the first 24 hours

● To subscribe to Bakers on exclusive monthly content [2]

Gunelius says that an effective content marketing strategy makes all of its content available for free to generate online buzz, build entry points to the branded online destinations, surround consumers with branded experiences, engage consumers, promote sharing, and indirectly market the company in the hopes of achieving long-term, sustainable, and organic growth. A premium component to a content marketing strategy adds a direct sales and revenue-generating aspect to the plan, which could be in opposition to the real goal of content marketing. Therefore premium content for bakers should be carefully considered, and creators should be sure that this content will be interesting and valuable for bakers.[16, p.49]

Monitoring of online reputation and reputation management

The ability to listen to discussions about the business based on the information posted is one of the major opportunities content marketing provides. Also, there is a possibility to check who and where is sharing brand material. This kind of information is quite helpful in identifying which content marketing initiatives are effective and which need to be modified or abandoned entirely.

Finding the discussions that are being held about the content is the first step in managing the online reputation. Finding these sources of sharing and discussion can help to decide when to step in to steer discussions in the correct direction and when to let conversations and material flow, whether people are tweeting about the content or writing about it on their blogs.

Internet reputation should be regularly examined. [16]

Gunelius suggests how to reply to unfavorable remarks and comments posted online. Generally, it varies depending on the situation, but there are three universal strategies:

● Flight, which instructs not to reply at all. In other words, when a critique or factual error is encountered, it should be just disregarded. Creators can use flight reactions to ignore unpleasant information or discourse. It is usually the best course of action if the source has a relatively limited audience and the negativity or inaccuracy is unlikely to spread. Negative talks or topics may sometimes be quickly put to death by being ignored.

● The fight is the second fundamental option. The reaction mustn't come out as unduly defensive. Instead, entrepreneurs should make an effort to shape views and subtly steer talks in the way they like. Entering

contentious debates or disputes is the worst error that can be made when using the fight reaction to criticism online.

● Flood is the third fundamental approach to responding to the project's online criticism. Negative comments should be drowned by oversaturating the Internet with business` fantastic, shareable content. This strategy aims to hide damaging information about the company from relevant keyword searches on search engines like Google. [16]

Ongoing research and retooling

Tracking the marketing strategy requires conducting trend analysis and evaluating Web analytics data, but there's also a need to conduct market research to obtain a complete picture. This kind of information can point in the right direction, but it shouldn't serve as the only method to correct a marketing approach.

Paying attention to what others are saying about the project and content, issues relating to the business is one of the greatest ways to track how well material is performing. This approach can also give insights into the topics and information the target audience finds most engaging. Creators can examine which blog entries receive the most feedback or inbound links and write more posts.

By watching for recurring themes, patterns, and similarities, the kinds of discussions and material that emotionally engage the target audience and more accurately forecast the kinds of conversations and content that will do the same in the future can be noticed.

Gunelius emphasizes that it's crucial to recognize that there is no set recipe for success. In other words, entrepreneurs should not get too frustrated if a certain content marketing strategy doesn't pan out. Instead, they can remember that others are also constantly experimenting and fine-tuning. Each approach and its results should be considered a learning opportunity to create future content marketing campaigns that are even more successful. [16, p. 278]

To ensure that a campaign is always moving in the correct direction, businesses should constantly listen to and monitor its online reputation and review the effectiveness of each content marketing strategy it uses.

Based on the theory that has already been read and processed and the experience of other businesses, we created our own approach to the development and implementation of marketing strategy. It is generic, therefore it can be used for other projects. See Fig. 1.4

Fig.1.4 Crowdfunding marketing strategy [Created by author on basis [19]]

PART 2
CROWDFUNDING MARKET AND ANALYSIS OF THE DOCUMENTARY "UNBREAKABLE WOMEN OF UKRAINE"

2.1. Business model of the documentary project "Unbreakable women of Ukraine"

The Unbreakable Women of Ukraine is a documentary about five young women from across Ukraine, how their lives drastically change with the outbreak of the war and how it affects their daily lives and their decision-making as they try to re-establish their lives despite bigger-than-life adversaries.

The protagonists had been recruited in the first two days of the war to film their daily lives and events as they would pan out. These young women come from different cities that sweep from turbulent Kharkiv to relatively safe Lviv, from terrifying Mariupol to the almost-occupied Chernihiv and the capital Kyiv. Aged 16 to 33, our protagonists come from different family and social backgrounds, with different goals and dreams in life; if Alena, 16, dreams to vlog in every conceivable corner of Mariupol, then Yaroslava, 25, is a firmly middle-class and well established equestrian expert despite her relatively young age, but for Yulia, 33, the self-actualization in life is to raise her three young daughters alongside her husband. But their goal is what unifies them; to make it through the war alive and sane.

Each of them films her life almost daily as they share their observations and worries and reach a certain decision which is usually painfully trying to gain some foothold in the chaos the war is inevitably bringing. Thus, each heroine undergoes their Call to Action, namely, how to reach the life-changing event, and then they dive into their newly-acquired missions, which for most involve deserting their homes and even Ukraine. As they undergo this journey, we see their steady transformation, witnessing how the war changes the protagonists, their loved ones, and even kids. The story comes to its conclusion differently for each heroine; some make a U-turn to Ukraine, firmly determined never to leave their beloved ones anymore, but others, like Yulia from Chernihiv and especially Alena from Mariupol, there is no longer home to return. So they have to adapt to their new worlds, Portugal and Luxembourg, respectively, hoping their husband and father would be able to reunite with them one sunny day when the war is over.

Spanish-UK company Faraway Pictures produce the film

The first goal of the documentary is to show the world the truth about the Russian-Ukrainian war by taking part and winning in the UK film festivals

The second goal is to raise money (12 000$) for production and marketing expenses at the crowdfunding platform Kickstarter

The 3 goal is to sell the film to the film production companies and recoup expenses on the film and pay salaries to each participant (50 000$ min)

In this study, we will concentrate only on the second goal: to raise 12 000$ for production and marketing expenses of the film

The mission of the documentary is to debunk a few common myths here, beginning from the war being an affair exclusively resorted for men where women are normally reduced to the victim role, or at best, a man's wife, sister or daughter waiting for her stronger half to make it back alive and sane if possible. To tell the truth about the Russian-Ukrainian war. To help Ukrainian women who were affected by war

The film's vision is to become the most-known film about the Russian-Ukrainian war. We also aimed to sell the film to the biggest European broadcasters.

Values of the project, on which we are focused during the work we defined as following:

1. To show reality in its true colors.

2. To be fair and honest

3. Be yourself, authenticity

4. Do the right thing

5. Help those, who need your help

6. Teamwork

7. Humility

8. Quality

9. Focus on impact

The project "Unbreakable Women of Ukraine" has a studio-based business model. The model's key component is pursuing profit while meeting customer requirements. The primary output, a film, was produced with the requirements and tastes of the general public in mind.
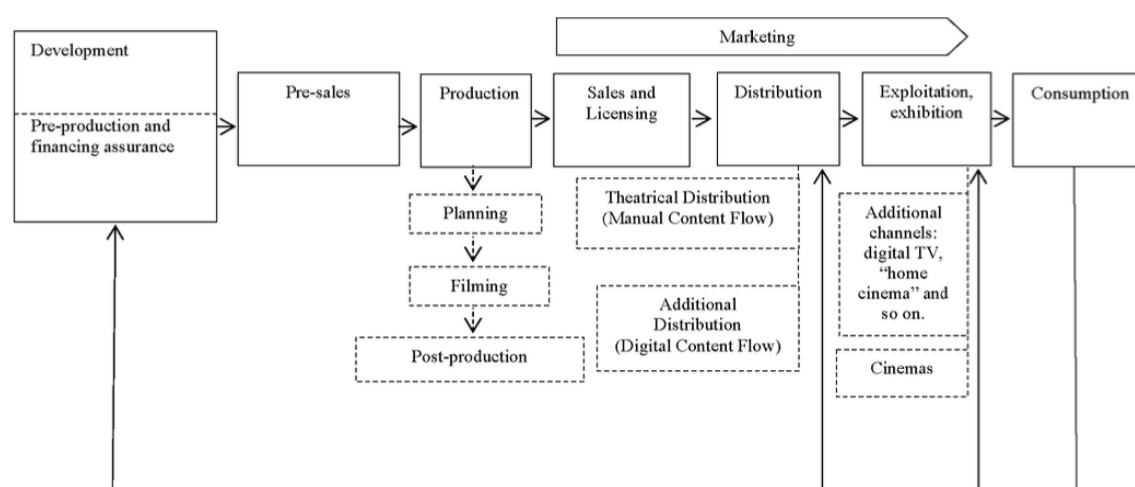

Fig.2.1 Film Value Chain [20]

In the first pre-sales stage, producer David Zaidov conceived the idea for the movie, identified funding sources in the form of producers, and personally invested in the production. Also, it is intended for the movie to be funded through crowdsourcing.

1. We are now working on the second production stage:

2. We created marketing, sales and communication strategies.

3. Editor finishes editing the film

4. We approve marketing activities with participants, who shot the film and with co-producers

5. Songwriter is writing the song for the film

6. Crowdfunding will also be conducted at this stage

Sales, Distribution, Exhibition and Consumption stages will be realized after the film is ready and the crowdfunding campaign will be ended.

The business model of the documentary is also "Product-oriented". We try to achieve the best possible quality of the film. Similar films are on the market right now, but our goal is to create the best product in our niche.

Our project can also be considered as a DIY business model - a small-budget model whose basis is distribution on online platforms and participation in film festivals.

DIY model business processes:

1. Creation of the team, script development, budget planning, and investor search

2. Setting objectives (targeting, KPIs, financial achievements)

3. Strategic marketing planning

4. Development of a website, release of a short film trailer, use of social media, and preparation for festival participation and distribution

5. Developing social media and production

6. Test screening, participant and producer evaluations

7. Festival application forms

8. Realization

2.2. Crowdfunding market study: competitors and target audience analysis

We have two channels, where people can find us: Social Media and Kickstarter

Given the topic of the documentary, in Social Media we want to attract the following categories:

1. Female mainly

2. 25-35, 35-44 age groups.

On the Kickstarter platform, however, considering that due to official Kickstarter statistics [21] from the platform that we chose as the crowdfunding platform, 75.84% of backers on Kickstarter are men. Therefore, we assume that 60% of people who will support us will be men and 40% will be women.
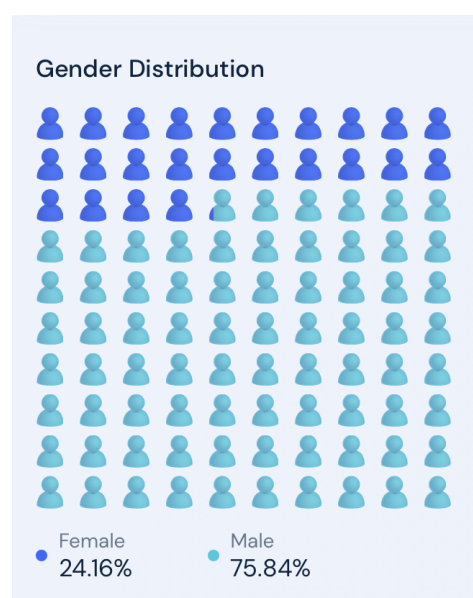

Fig.2.1 Kickstarter gender distribution [21]

The biggest audience of people who donate on Kickstarter is 25-34 years old. Therefore we mainly align with this age group with our messages and content for the campaign on Kickstarter.
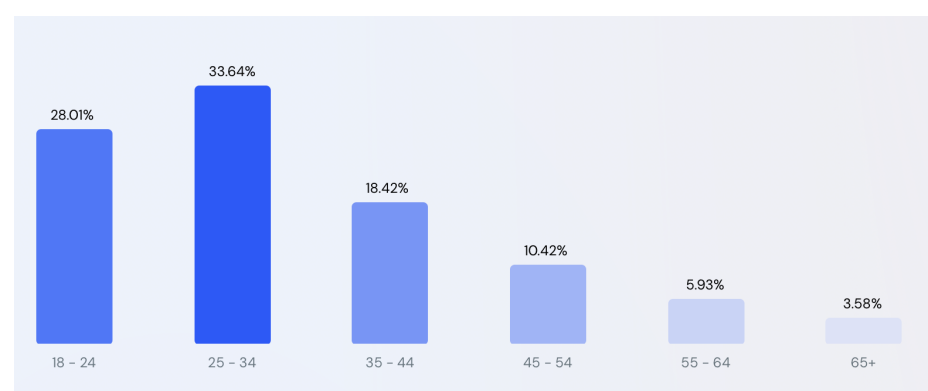

Fig.2.1 Kickstarter age distribution [21]

We plan to promote our film mainly to Ukrainians, Britains and Americans. We chose this target, considering the analysis of the market and platform where we will launch our project and the film's theme.

Analysys of the market

Kickstarter was founded in the United States in 2009. It is a global crowdfunding website that assists creative projects in raising funds from supporters. The authors of the project set a timeframe and a minimum financing target. Projects must meet their financing targets, or no money will be collected. In exchange for their donations, creators or entrepreneurs give bakers tangible gifts such as unique editions and early launches of the projects, as well as exceptional experiences. The platform is presently only available to project developers from a restricted number of countries, but project funding is available globally.

We analyzed other platforms such as Indiegogo, Kickstarter and blogs of people who raised money on Kickstarter [22], [23] and concluded that Kickstarter is the best choice for our project.

Nevertheless, Indiegogo is the more popular platform for film and video fundraising, see Fig.2.2, the amount of successful projects in our category and, taking into consideration our funding goal, is on Kickstarter, see Fig.2.3
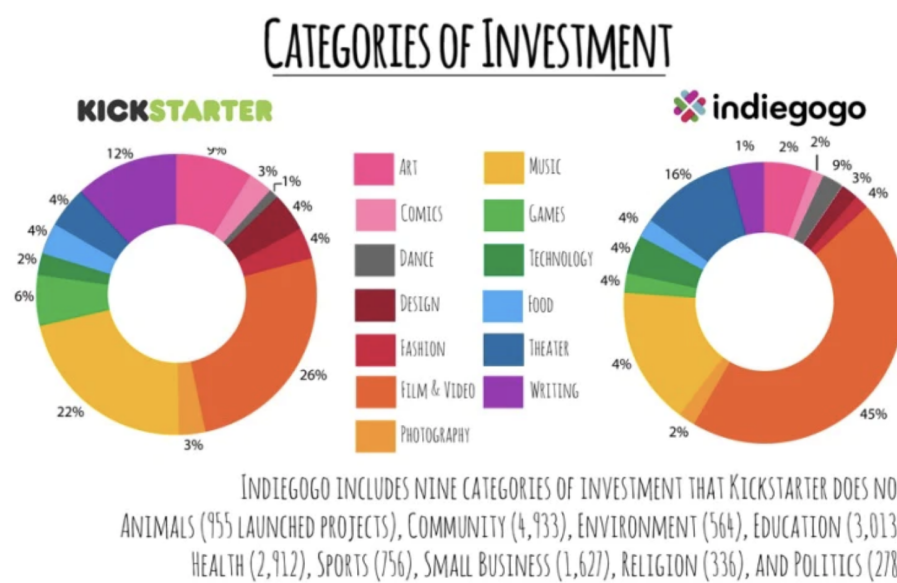

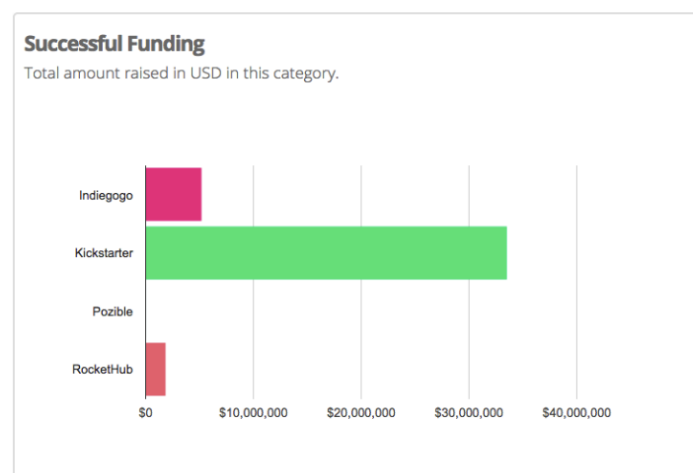Fig. 2.2 Categories of Investments on Kickstarter and Indiegogo [24]

Fig. 2.3 Successful funding of films and video projects on Kickstarter and Indiegogo [25]
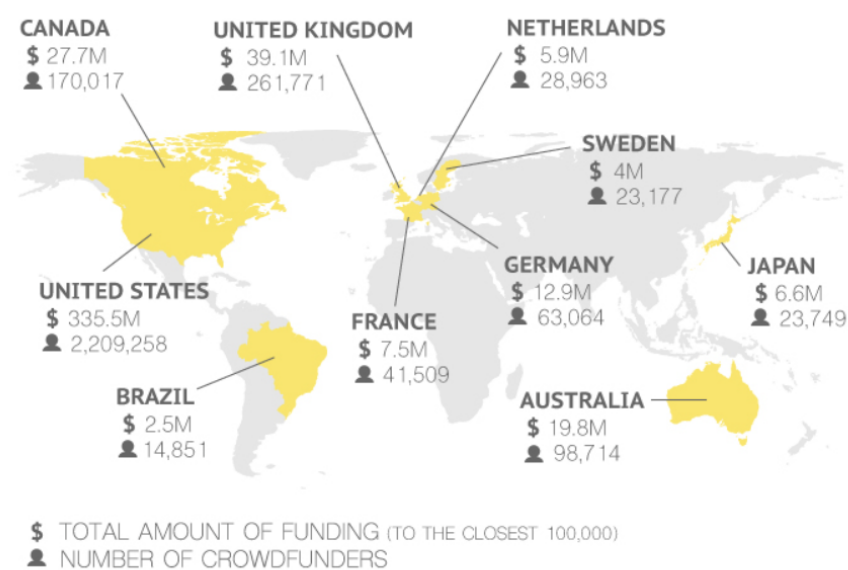
Fig. 2.3 Geography & Country Targeting [26]

In Figure 2.3, countries where most bakers live are depicted. We are targeting our campaign mainly in the UK and US markets.

Customer journey and analysis of competitors

We have three channels where the audience can find us: Social Media, Kickstarter and articles from media and organizations, see Fig.2.4.

Considering the current war in Ukraine, the theme of help and donations for Ukrainians on Social Media and in Media is not the one where we can consider the competition and analyze the competitors. Due to our monitoring of donations campaigns on Instagram and Facebook and our own experience, we assume that the sum from people who will find us on Social Media will be mainly small. Ukrainians and foreigners try to support Ukrainian initiatives to feel that they bring the country closer to victory. Our post about the film will be viewed in the row with the posts about gathering money for ammunition, first aid kits, cars, and books about the war. Therefore we concluded that we should tell our project as clearly, catchy and as short as possible to draw the audience's attention and convince them to support us. Based on Schraven research [4], we decided to make a pitch video in addition to a film poster that will make the crowd more favorable.

The second channel for finding us will be the Kickstarter platform itself. There are 3112 new projects on Kickstarter daily, and 6,8 million people regularly donate [27]. Due to official Kickstarter statistics, 15 categories of projects are represented on the platform [24]. Bakers can find us in 3 ways:

● They can choose the category of the project they want to support and then take the decision on the exact product (for example, film category)

● They can scroll the homepage of the Kickstarter and look for something interesting for them.

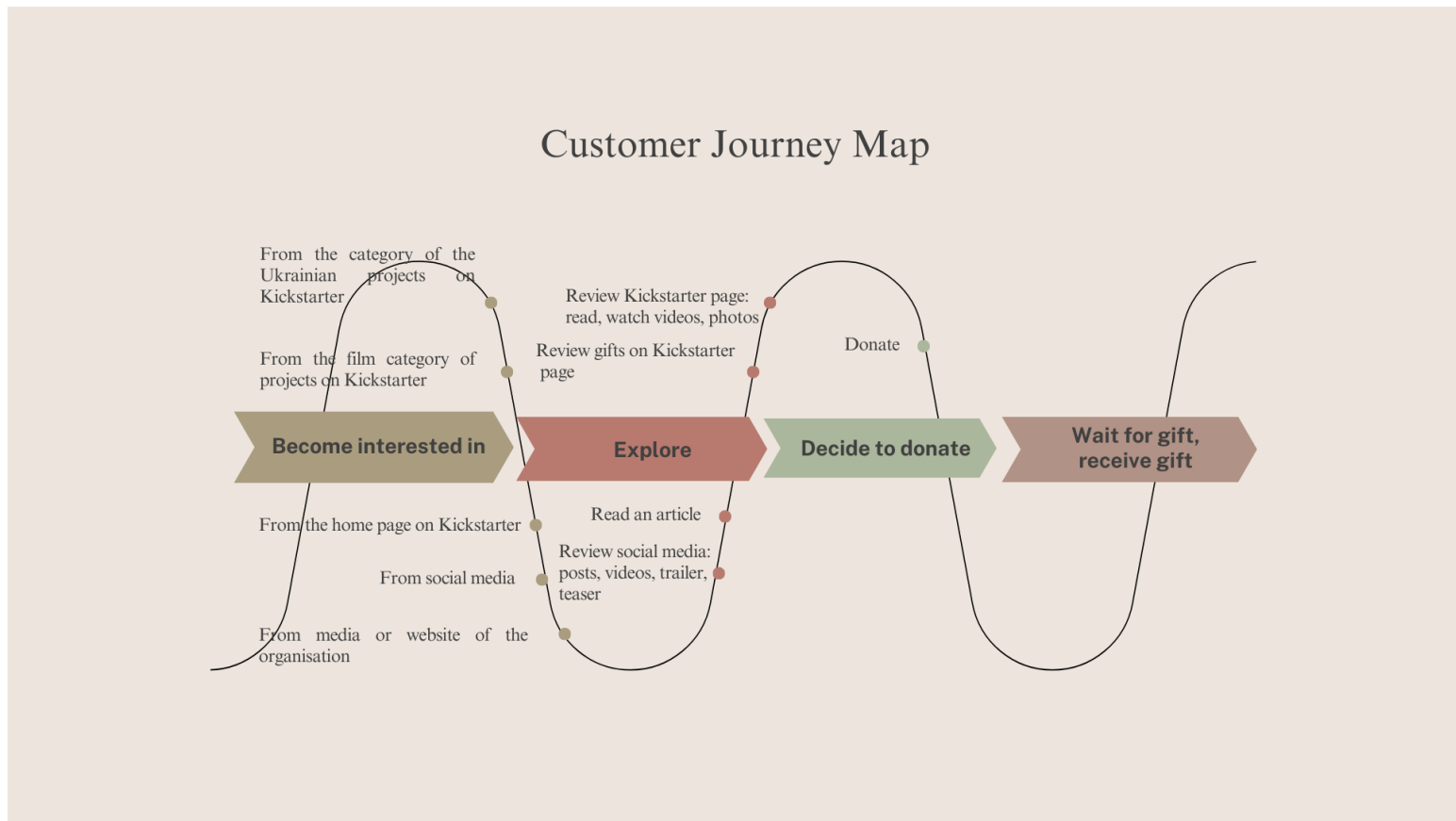● They can look for projects about Ukraine to support Ukrainian products.

Fig. 2.4 Customer journey map [Created by author]

We cannot distinguish our direct competitors because there are no films about Ukraine on Kickstarter now, and comparing projects to other categories is irrelevant. Therefore we decided to analyze a finished project similar to ours` project "Humanity", a documentary about people who helped Ukrainians when the war began, see Table 2.1

Table 2.1 Comparison 2 films: "Unbreakable women of Ukraine" and "HumanUnity"

Films			
	What the Firm has that helps deliver to clients		
		Unbreakable women	Humanunity
Tools	What makes the film to standout in production	Being an international co-production (Ukraine, UK, Spain), the arch aim is to get into the top festival in 2023 to receive the maximum exposure possible.	Being an USA production the film is created by famous USA producers MarkFisher. 100% self-funded

Resources	Example: database of contacts; special information; relationships, partnerships	No investors yet, only pre-sales, connections with producers, partnership with editor, experience of promoting film on festivals NACHO is a Film producer and Director currently based in between Switzerland and Norway He has worked for BBC Worldwide, and several other major broadcasters and founded two production companies, along with more than 20 years of work experience. DAVID is producer, developed a 6-episode long TV Series on the same subject matter which he has sold to the Norwegian-Spanish company "Faraway Pictures".	Co-producers: PATRICK SWEENEY (IMDB) - an award-winning producer, entrepreneur, best-selling author, angel investor, and philanthropist. His credits include five documentaries - two of which won international film festivals - and one web series. President Obama awarded him the 2006 Innovation Award for technology. MIKE BANKER (IMDB) - Co-Producer, is a multi-faceted communicator, writer, environmental wonk, policy and political enthusiast, and production jack-of-all-trades. ALLA WILSON GREENE (IMDB) - Co-Producer, is a Ukrainian-American actor, voice-over artist, and singer. Her work can be seen in numerous TV shows, commercials, and print campaigns.

Channels		Instagram, Facebook, Twitter, LinkedIn	Instagram, Facebook, Twitter, LinkedIn, Youtube
Competencies	Things about the Firm's people that help deliver to clients		
Knowledge	Experience and best practices	Iphone 12, 11, Samsung A series	Sony Alpha 7 Red 1 Color
Capabilities	What does the Firm deliver to clients? (+ the results)		
"What we do"	The list of services	Nariman Film focuses on the production of both feature and short films as well as commercials.	Netflix is a full house production and distribution company.
Outcome	Results for businesses that the Firm produces (higher revenue; more profit; cost-savings)	To ensure the film is exposed to as many platforms as possible and then distribute it to the cable TV channels such as Channel 4, ITV in the UK, Canal+ in France etc.	The film has had an extremely successful festival route partaking in two top festivals and receiving more than 500K views on Netflix.
Value Proposition Strength			
Brand Attribute Portfolio	Portfolio of all important characteristics of the brand		
Attributes of similarity	How is the Firm similar to other companies in the category?	Was shooted on real events, real stories of people, shows the truth about Russian-Ukrainian war	Was shooted on real events, real stories of people, shows the truth about Russian aggression
Attributes of distinction	Meaningful differenc	Shows the stories of women and their life during the war, shows	This documentary examines the diverse, life-altering journeys the war has forced upon Ukrainians through the

	e when compared with competitors	that women stay strong and they are not victims. It is shooted by Ukrainian women, main protagonists. Raise money for Ukrainian women fund	stories of the volunteers, both inside and outside of Ukraine. These unsung contributions are making an enormous difference to help keep Ukrainians in the fight, hopeful, and resilient - while also changing the volunteers themselves in powerful and positive ways.
Resonance	Why do buyers prefer this company?		
Rational (for broadcasters)	How can the Firm make difference for their business?	More popular the film will be, more money the company receive	More popular the film will be, more money the company receive
Emotional (for viewers)	How does the Firm influence their decision emotionally?	Personal experience of the war, hope and courage to live with inspiration of heroines` stories of lives	The film considers the historical and geopolitical context around what led to the war, why the world is reacting with such unified support, challenges and aspirations for Ukraine's future, and what this collective moment means for the world's future. The global unification, courage, and compassion of all who have been inspired to act in support for Ukraine raises the question of what these responses might represent for our collective moment. [28]
Value Proposition Delivery			
Message Cascade			
Positioning	What the Firm does (service) and for whom (type of clients), what problems the Firm	The documentary is about five young women from across Ukraine, how their lives drastically change with the outbreak of the war and how it affects their daily lives, and their decision-making, as they try to re-establish their	Documentary examines the diverse, life-altering journeys the war has forced upon Ukrainians through the stories of the volunteers, both inside and outside of Ukraine.

	solves or benefits it bring - and how	lives despite bigger than life adversaries.	
Personality	Visual identity (logo + visual style) and what image it creates	The Hero - fight for freedom, life	The Hero - fight for freedom
Brand Promise Statement	A more emotional statement (idea) what the brand commits (promises) to deliver	To show war by the eyes of women, the reality of the war in the 21st century. To show that women are not the victims, they are fighters	To show inspiring and impactful stories of ordinary people from all over the world and all walks of life doing extraordinary things to support Ukraine [28]
Values		- To show reality in its true colors. - To be fair and honest - Be yourself, authenticity - Do the right thing - Help those, who need your help - Teamwork - Humility - Quality - Focus on impact	- To show reality in its true colors. - To be fair and honest - Be yourself, authenticity - Do the right thing - Help those, who need your help - Structure - Humility

Source: created by author on basis of the analysys of our film in Part 2, 2.1, 2.2 and [28]

Analysis of clients

Our clients are broadcaster companies:

- Channel + - France
- Channel4 / ITV - UK

- LA1 - Spain
- AMC International
- RAI 1 - Italy
- Clients` barriers (requirements):
- Film is not shown anywhere
- Film is not political
- Film is not contain violence
- Films` duration <60-90

Rational needs of clients:

A documentary film that will be popular among their core audience of 40-55+, 55+. Those people are keen on people's stories and historical films.

Our clients - the government usually runs broadcasters. By showing such films, the government makes people more loyal to it, to problems in their countries.

Emotional needs (not applicable for broadcasters):

For viewers - to receive a personal experience of the war, to see the reality of the war in 21 century, to feel empathy, to feel themselves a part of a group of people who support Ukrainians

Pains:

Lack of quality content that meets requirements (especially about the war in Ukraine), people less and less watch TV, and broadcasters can lose the attention of their core audience.

Value map:

Gain creator-quality content about the Russian-Ukrainian war that potentially will be interesting to broadcasters` core audience.

Pain relievers - the audience will watch the film, become more loyal to the government, will spend more time watching TV, and broadcasters will receive more money

A product which creates gain – documentary Unbreakable Women of Ukraine

Marketing Mix - 7ps

Product

The film 'Unbreakable Women of Ukraine', 1h40m in length, was shot by women who went through war.

Strategy:

- Let the product sell itself. Focus our marketing efforts on allowing viewers and investors to feel the story, to live it
- Encourage others to tell about our film, share reviews on social media
- Focus on the product and its quality before focusing on sales. Focus and investment in quality, development

Price

Strategy:

For Kickstarter: to set a price of a film similar to competitors, then draw attention to features or benefits other films lack (such as quality, stories of real people who live in the country where the war is)

For Production companies: to set the price of film higher than competitors to create the impression of a higher-quality offering, to make emphasis on the theme of the film and quality.

Place

We will raise money for the film on Kickstarter

We also will talk about our film and raise money on Instagram, Facebook, Twitter, and LinkedIn. also we will have a website

We will participate in British Film festivals in the 2023 year

Promotion

Our promotional channels:

- Instagram and Facebook - Facebook ads
- Collaborations with influencers
- British and International A Category Film Festivals 2023

People

- We send a monthly digest of what we have achieved/accomplished to all our participants, investors and producers.
- We make monthly meetings with the main team to set goals for the month
- We will invite all investors, participants and partners to the premiere of the film with a +1 ticket
- We will gift presents and tickets to people who will donate to our film project a certain amount of money on Kickstarter
- We will raise and share money among every participant of the film due to their share in the project

Packaging

- We will have a trailer and teaser for our film, which will be presented on our promotion channels.
- We will have a soundtrack that will be written especially for this film.
- All participants and editors are Ukrainians. Therefore all events will be shown truthfully, and the film will have a Ukrainian identity.
- We will donate part of the money which we will raise on Kickstarter to the Ukrainian women's fund. Therefore the goal of our film is not only to earn money but also to help Ukrainian women.

Process

- People who want to support the film and donate money can find all information about it on social media or the website. They can watch the trailer and teaser to understand the film's quality and plot and to get acquainted with the film's protagonists. They can find links to Kickstarter on social media or the website
- On Kickstarter there is a very easy process of donating in one click; bonuses for people who donate a certain amount of money will be delivered to them strictly by terms that will be written on the Kickstarter website
- Main investors receive a monthly digest of what has been done for the last month, and they also receive the status of the producers of the film
- Production companies who want to buy the film can watch the film at Film Festival can speak with the producer and participants directly at the festival or via contacts on the website (the response will be during the day)

PART 3

CROWDFUNDING MARKETING STRATEGY DEVELOPMENT FOR THE DOCUMENTARY "UNBREAKABLE WOMEN OF UKRAINE"

3.1 Marketing goals and budget evaluation

We followed our detailed plan for launching the crowdfunding marketing strategy from the first part, see Fig.1.4. We divided the pre-launch stage of the strategy and preparation for the launch of the campaign into two processes:

● on crowdfunding platform

● via online media

After the market research and competitors conducted in the analytical part, target audiences for both channels were identified. We evaluated and compared different approaches to setting financial goals for crowdfunding marketing campaigns. At the first strategy meeting, our first initial financial goal was suggested: to raise 20 000 dollars via the platform during a one-month-length marketing campaign:

● 9000$ to cover film-festivals expenses

● 11 000$ to cover film-events expenses and expenses on the post-production promotion

The next step we held was budget evaluation and optimization. After comparing and analyzing different crowdfunding platforms, described in the analytical part, Kickstarter was chosen as the best platform for our fundraising. However, during the goal setting, we decided to compare two of the most popular platforms: Kickstarter and Indiegogo and to look at it once more from the point of profit from the marketing campaign.

To raise 20 000 $ via the crowdfunding platform, we need to set a goal practically 2,5 times higher than our initial target to cover all the expenses. We decided to round it to 50 000$ and then calculated our net worth. The cost of fulfilling rewards is calculated for the approximate amount of people who donate a certain amount of money needed to reach the goal. The number of people for each reward was defined after analysis of similar film crowdfunding campaigns on Kickstarter.

Comparison of net incomes from platforms
GOAL: 50 000$

EXPENSES	KICKSTARTER	INDIEGOGO
Cost of fulfilling rewards	2455$	2455$
PR & marketing	200$	200$
Platform fees	4000$ (8%)	2500$ (5%)
Taxes (45%)	19 505$	20 180$
Net income	23 840$	24 655$

Fig. 3.1 Comparison of platforms from the point of profit [Created by author]

As we can see in Figure 3.1, the difference between the net incomes that we will raise via Indiegogo and Kickstarter is insignificant (815$). Based on the results of the deep research of crowdfunding platforms from part 2 of this work, we decided not to change our choice of platform. Also, we with the team discussed the comparison, and the next reasons to use Kickstarter were formulated:

● The trustworthiness and popularity of the platform

● The number of similar projects that succeeded in raising similar to our amount of money

3.2 Kickstarter promotion strategy and preparations

Taking into consideration our lack of experience with crowdfunding marketing campaigns and our low budget for it, we decided to take decisions on the basis of an elaborated approach that is described in Part 1, 1.2, analysis of the target audience and competitors, and advice of experts (blogs posts and face to face interview*)

The following recommendations and insights formed the basis of our marketing strategy on the Kickstarter platform:

● Gifts are the most important part of the campaign. The higher the donation, the more valuable the gift should be.

● The product should be offered for the approximate market price or a slightly higher price. As we promote the film project and our product is the film, we should offer to watch the film to everyone who donates the sum that equals or is slightly higher than the ticket to the cinema premiere.

● Video content works better than photos and text, therefore we need to concentrate our efforts mainly on video content.

● The first video on our Kickstarter page should be a pitch video about the film.

● When we launch the campaign, we should reach media, influencers and organizations and send them only one link to the Kickstarter page and text for the promotion. This way of promotion is often described as the most effective one.

● The longer our campaign will be, the higher chance it is to raise the needed amount of money because organizations often respond slowly, and the more of them will post about us, the more people will find out about us and support us.

● The higher the target goal is, the higher the marketing budget should be, and more effort are needed

● We should pledge 15% of the target financial goal in the first 24 hours to receive the badge "The project that we love" from the Kickstarter team and receive free promotion from the platform

We held one more strategic session with the team and reevaluated the initial goal considering all recommendations and insights.

As the promotion budget can't be increased significantly and we have limited resources of people, we decided to cut the financial goal. Our main aim of the crowdfunding campaign is to raise funds to show our film at film festivals, so we decided to leave the target budget to cover only those expenses, 9000$. Moreover, the percentage of taxes decreased significantly after this cut: from 45% to 20%. The calculations of the old and new financial goals for crowdfunding campaign are represented in Tables 3.1, 3.2

*A face to face interview was conducted with Artem Kornetskyy, the expert in marketing crowdfunding campaigns on 12.04.2023.

Table 3.1 The calculations of the old
financial goals for crowdfunding campaign

Goal	$50 000
Cost of fulfilling rewards	$2 455
PR & marketing	$200
Platform fees	$2 500
Net income before taxes	$44 845
Taxes	$20 180
Net income after taxes	$24 665

Source: created by author

Table 3.2 The calculations of the new
financial goals for crowdfunding campaign

Goal	$12 000
Cost of fulfilling rewards	$250
PR & marketing	$200
Platform fees	$960
Net income before taxes	$10 590
Taxes	$847
Net income after taxes	$9 743

Source: created by author

We also reconsidered gifts for bakers and tried to cut the cost of shipping presents as low as we could. We put into the basis access to our film and communication with the main protagonists, which replaced some physical gifts, tables 3.3, 3.4

Table 3.3 Old calculations of expenses on gifts

for bakers

For donation:	What	Net worth of things + shipping
$5,00	Digital unbreakable badge + exclusive updates	$5,00
$25,00	Digital unbreakable badge +**Iphone and laptop wallpaper**	$25,00
$50,00	Digital unbreakable badge + exclusive updates + **Physical badge or card**	$20,00
$100,00	Digital unbreakable badge + wallpaper + exclusive updates+ **Ukrainian Shopper**	$65,00
$200,00	Digital unbreakable badge + exclusive updates + Iphone and laptop wallpaper + **Name in the title**	
$400,00	Digital unbreakable badge + exclusive updates + Name in the title + Iphone and laptop wallpaper + **Branded t-shirt**	$65,00
$600,00	Digital unbreakable badge + wallpaper + exclusive updates + Name in the title + Branded t-shirt + **Embroidered shirt**	$65,00
$1 000,00	Digital unbreakable badge + Branded t-shirt + wallpaper + exclusive updates + Name in the title imited + **Exclusive content**	$65,00
$2 500,00	Digital unbreakable badge + wallpaper + exclusive updates + Name in the title + Branded t-shirt + Exclusive content + **Ukrainian stamps**	$65,00
	Digital unbreakable badge + Exclusive content+ wallpaper + exclusive updates + Name in the title + Branded t-shirt + **Ukrainian stamps with warship + zoom call**	

Source: created by author

Table 3.4 New calculations of the expenses on gifts for

bakers

For donation:	What	Net worth of things + shipping
$5,00	**Digital unbreakable badge**	$0,00
$25,00	Digital unbreakable badge +**Iphone and laptop wallpaper**	$0,00
$50,00	Digital unbreakable badge +Iphone and laptop wallpaper + **Link to watch the film**	$0,00
$200,00	Digital unbreakable badge +Iphone and laptop wallpaper + Link to watch the film + **Special Mentioning in the title**	$0,00
$400,00	Digital unbreakable badge +Iphone and laptop wallpaper + Link to watch the film + **Zoom meeting with participants and Q&A**	$0,00
$500,00	Digital unbreakable badge +Iphone and laptop wallpaper + Link to watch the film + **Paintings by Anna - 4**	$20,00
$1 000,00	Digital unbreakable badge +Iphone and laptop wallpaper + Link to watch the film + **Yaroslavas' Green coat - 1**	$20,00
$1 000,00	Digital unbreakable badge +Iphone and laptop wallpaper + Link to watch the film +**Stamp with russian Warship - 1**	$20,00

Source: created by author

After the budget evaluation, we wrote down the plan for needed materials and content for the Kickstarter page. The launch of the Kickstarter was planned for 31st May, and the team began preparations two weeks earlier. In Table 3.5, the main Kickstarter tasks are represented

Table 3.5 Kickstarter tasks for preparations before the launch

Kickstarter tasks
Basics
Banner - no more than 200 MB
VIdeo - presentation (Add a video that describes your project. Tell people what you're raising funds to do, how you plan to make it happen, who you are, and why you care about this project. After you've uploaded your video, use our editor to add captions and subtitles so your project is more accessible to everyone.)
Don`t mention charity in crowdfunding
Confirm your identity and provide payment details
Gifts
Digital unbreakable badge (from our logo)
Laptop wallpaper
Phone wallpaper
Special thanks in film visualization
Photo of Annas paintings
Photo of Yaroslavas green coat
Photo of stamp with warship
Project description
Describe what you're raising funds to do, why you care about it, how you plan to make it happen, and who you are. Your description should tell backers everything they need to know. If possible, include images to show them what your project is all about and what rewards look like.
Story
About the film
Background
Format
Goal
Status
Why Kickstarter
Risk and challenges
Protagonists
People, Description of each person, who contributes (name, photo, biography)
David
Katya
Soundproducer
Liza
Promotion
Google Analytics
Meta Pixel

Source: created by author

Every crowdfunding project should go through the review of the Kickstarter`s team before the launch. Therefore we will submit our ready page, beforehand. The review will take four days, and after approval, we will create a pre-launch page. This page will be held on the Kickstarter home page. Everyone interested in our project's launch will be able to subscribe to our updates and notifications about the initial launch.

*A face to face interview was conducted with Artem Kornetskyy, the expert in marketing crowdfunding campaigns on 12.04.2023.

We will also add Google analytics to our Kickstarter project to track the ways our bakers find us and to receive insights for retooling and correcting our marketing strategy during the campaign.

See our logos, banners and text for Kickstarter page in Appendixes A, B, C

We also created the plan for our communications and updates after the launch of the campaign on Kickstarter:

1. We have already found bakers who can pledge 15% (1800$) into our project as soon as it is launched to receive free promotion from the platform.

2. We will post updates about our campaign twice a week. The content will be similar to the content that we post on social media.

3. We will communicate with bakers on the platform regularly.

4. We will send gifts to bakers in promised terms.

3.3 Online media strategy and preparations

Before creating the social media strategy, we defined the goal we wanted to reach via them. At first, social media would be our main platform where people would find out about us and decide to donate. However, after analysis of similar project [28], reading blogs of crowd funders [22], [23] and two face to face consultations with experts*, we changed our perception of this way of communication and promotion of the campaign.

After defining our target audience and their preferences for social media platforms, we chose four channels: Instagram, Facebook, LinkedIn and Twitter.

We differentiated two main general tasks on social media:

1. To be present on social media and post content about the film and film updates to engage people who will find out about us through social media and traditional media

2. To engage and communicate regularly with people who found out about us from Kickstarter, possibly donated and want to follow our film updates

We decided to direct our efforts to organic promotion because we have a low budget for target promotion. We set the following goals :

1. To reach 100 subscribers on Instagram during one month of our launch by posting Reels and making shareable content

2. To reach 50 subscribers during one month of our launch on LinkedIn by sharing content, engaging with posts of relevant people and organizations

3. To reach 100 followers on Twitter by doing shareable content and reposting relevant content

4. To reach 50 subscribers on Facebook during one month of our launch by posting Reels and making shareable content

The next step was to create a content plan for all social media. Taking into consideration recommendations from experts and analysis of social media of similar crowdfunding campaigns, we decided to divide content into three main types, depending on its` aim:

● Informational posts about the film: why and how it was created, information about protagonists and film updates

● Shareable posts: situational posts, quotes from protagonists, reels, and shares of posts on LinkedIn and Twitter

● Posts about the Kickstarter campaign: posts about the launch, reminders to donate, updates about the crowdfunding process

Before the launch of social media, we, with the team, prepared the table with themes of the posts and folders with the needed content, see Appendix D.

Because of the low budget (200$) that is allocated for marketing activities, paid ways of promotion will include only Facebook targeted advertising towards the end of the crowdfunding campaign on Kickstarter (after all main organic activities on social media and via online media will be conducted). We aim to reach a narrow audience, who are already interested in films about Ukraine and Russian-Ukrainian war and live in the USA (Kickstarters` biggest market of users). Detailed setting of the targeted campaign see in Appendix E

Social media of the film have already been launched, see Appendixes F, G, H, I. The first results proved a suggested approach to the content. Our first video on Instagram reached more than 5000 people and 10 subscribers, see Appendix J

We assume that promotion through online media and relevant organizations` websites will be our main source of donations due to our recommendations and insights from the Part 3, 3.2

In the brainstorming session, we created a list of all relevant for our project media and organizations with contacts and emails. See Appendix K. The criteria we used to compile the list were:

● media and organizations where someone from our team has personal contacts

● media or organizations that have already covered similar projects about Ukraine, or regularly report on the war in Ukraine and assist Ukrainians.

● The audience of these media outlets is predominantly our target audience.

We plan to reach them with text for our promotion and the link to the crowdfunding campaign as soon as the Kickstarter campaign is live. Also, it is planned to add social media to articles, but the most critical link to share is the Kickstarter link because our primary goal is to raise money on this platform.

*face to face interviews were conducted with Artem Kornetskyy - an expert in crowdfunding campaigns and Oleksandr Oliynyk - an expert in social media and target campaigns on 11.04.2023 and 12.04.2023.

CONCLUSIONS

The diploma work includes an investigation of approaches to marketing strategies for crowdfunding campaigns. The experience of launching successful and unsuccessful crowdfunding campaigns was studied. During the research, different crowdfunding platforms, markets, and audiences were analyzed; the process of planning and preparation for launching a promotional marketing strategy for a crowdfunding campaign was described.

The research aims to complete the following tasks: the concept of crowdfunding marketing and crowdfunding marketing strategy is defined, and the most effective marketing approaches and instruments to promote documentaries were described. It investigated the impact marketing strategy and preparations have on the crowdfunding campaign's success.

The first part of the diploma is theoretical. It includes an overview of the crowdfunding topic. The idea of crowdfunding is not completely new, but it has become more well-known in recent years due to technological improvements and the rise of social media. It requires an open solicitation of financial resources, typically online, in exchange for prizes or membership privileges.

Diploma paper fundraising through crowdfunding can be a successful strategy for various initiatives, including artistic activities, charitable causes, and commercial endeavors. To be successful, it needs to be well planned out and carried out. An effective marketing plan that involves communicating with influencers and organizations and providing investors with regular updates is a crucial element of a successful crowdfunding campaign. The main purpose of a crowdfunding marketing strategy should be to win over potential investors by being open and honest about the project's objectives, risks, and challenges.

A crowdfunding campaign's performance is influenced by several variables, including the project idea's quality, the size and level of participation of the target audience, and the efficacy of marketing initiatives. Compared to traditional funding techniques, crowdfunding has a number of benefits, including enhanced project visibility and access to a larger pool of possible investors. It also relies less on banks and venture capitalists. Crowdfunding also comes with certain difficulties, including regulatory problems, issues with intellectual property, and the possibility of fraud or scams.

The marketing strategy for a crowdfunding campaign can be divided into three main stages, starting from researching the market, and competitors, identifying the target audience and setting goals. During the first pre-launch stage all preparations for the launch should be conducted. The second launch stage is the practical one. Consistency of the efforts and ongoing research, retooling of the strategy are the most important things. The last step is a post-launch stage, where all promises should be completed, and analyses of the campaign should be conducted.

Part two and part three of the master's diploma work are practical. Such results are described based on the author's work on the marketing of the documentary for the past year and 7 years of film producer experience: the role of marketing approach and communications and their influence on the successful launch of the crowdfunding campaign.

To begin with, our project can be considered as a product-oriented DIY business model - a small-budget model whose basis is distribution on online platforms and participation in film festivals.

Having analyzed different approaches to the launch strategy for the promotion of similar projects, using a marketing approach in the launch fundraising campaigns through crowdfunding is a successful method for various projects, including movies and documentaries. In this way, producers can connect with a larger audience and obtain funding from supporters of their work.

The important task for us was to choose the crowdfunding platform that will meet all our needs and will be the most useful in achieving our financial goal. After the conduction of analysis, Kickstarter was chosen as the most appealing platform with the most effective tools for our project.

Consideration of competitors and exploring the target audience and their ways of finding the film project led us to the conclusion that crowdfunding campaign's performance is influenced by several variables, such as the project's quality, the chosen marketing approach, and the degree of interaction with potential supporters. The chance of success can be considerably increased by a well-planned marketing strategy that incorporates targeted advertising, email campaigns, and social media promotion. Giving bakers gifts for donations is a typical strategy in crowdfunding projects, and it can be successful. To entice potential backers, rewards should be thoughtfully selected and pertinent to the project being supported.

Keeping in mind that careful planning and preparation are necessary for a successful crowdfunding marketing approach, we set the goals and prepared all content materials for social media, Kickstarter platform and online media.

Based on an elaborated approach that is described in Part 1, 1.3, analysis of the target audience and competitors, and advice of experts, we considered several methods for establishing financial goals. Evaluation and optimization of the budget by comparing different crowdfunding platforms was conducted. We decreased our initial financial goal in order to make it more realistic, achievable and justified.

Social media is an effective tool for promoting a crowdfunding campaign. We divided content into three main types: informational posts about the film, shareable posts, and posts about the crowdfunding campaign. After the analysis of competitors and similar projects, video content was suggested as the main source of organic traffic. First results of the launch of the campaign on Instagram have already proved a suggested approach.

In conclusion, marketing preparations for the launch of the crowdfunding campaign for the documentary in the third part of the diploma work provide valuable insights on establishing and promoting a crowdfunding campaign through careful planning, goal setting, social media advertising, and budget optimization.

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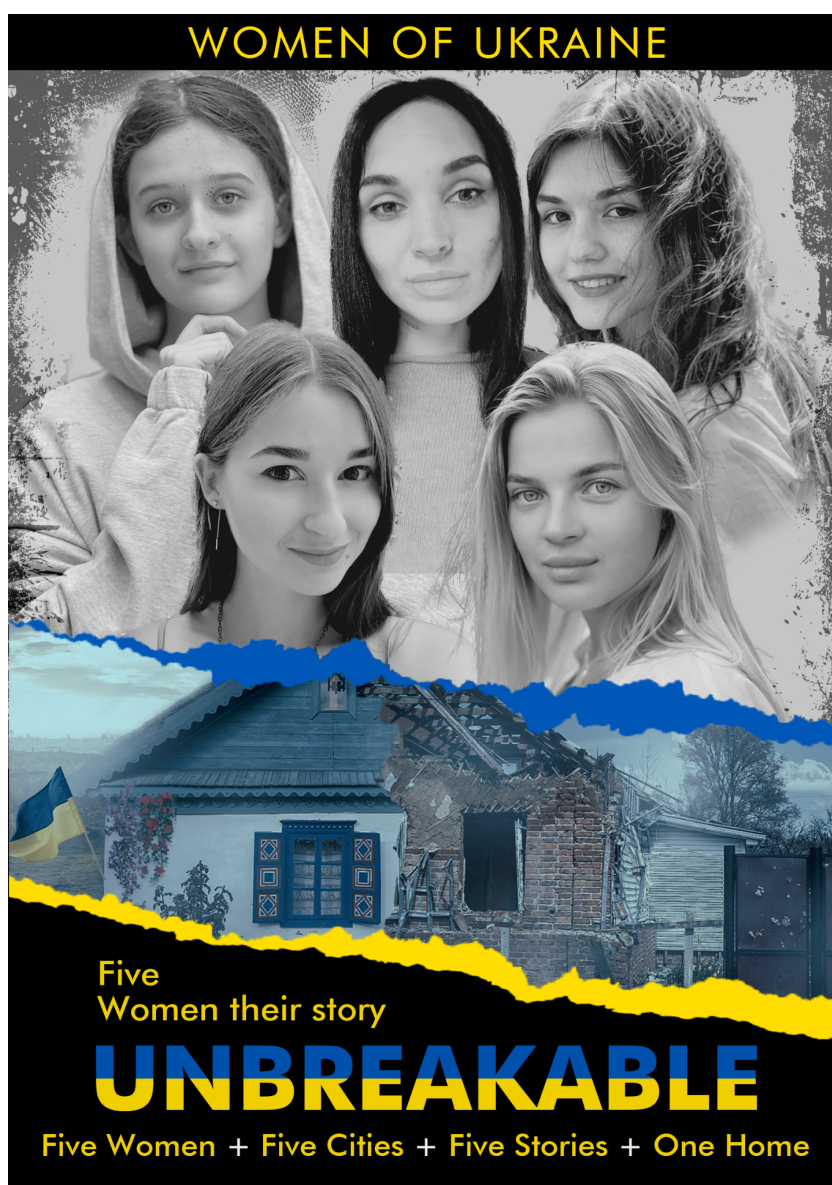
APPENDIXES

Appendix A

Designed logos for Kickstarter page of "Unbreakable women of Ukraine" documentary

Appendix B

Designed banners for Kickstarter page of "Unbreakable women of Ukraine" documentary

Continuation of Appendix B

Designed banners for Kickstarter page of "Unbreakable women of Ukraine" documentary

Appendix C

Text for Kickstarter page of "Unbreakable women of Ukraine" documentary

Title: A feature-length documentary about five young women and their search for a home in the midst of war

Synopsis: This documentary follows the lives of five young women, aged 16 to 33, from different cities in Ukraine, as they navigate the start of the war on February 24th. The malicious event disrupts their daily lives, and they are forced to make difficult choices – whether to leave their homes and loved ones behind in search of safety or to stay and risk their lives. Each woman's experiences and perceptions of the war differ drastically, depending on their location and circumstances.

The documentary aims to highlight the importance of sticking to deeply rooted values in the face of adversity. It shows how the war deprives the women of the comforts of their homes, forcing them to reassess what home really means to them. Despite their initial decision to stay put, the intensifying shelling and bombings have a profound effect on their lives, and they begin to consider the option of returning home, no matter the risk.

Background: Growing up in the former Soviet Union, it was difficult to remain neutral to the conflict between two states in the bloc. The documentary's goal is to provide a real image of living inside the war and to share the coping techniques of ordinary citizens. The protagonists are five young women who measure each action instead of being driven by instinct. They represent the common theme of seeking their home and reassessing what it means to them.

Format: The documentary is in post-production, with filming taking place from the second day of the war on February 25th, 2022 until the end of August. The unpredictable nature of the war and the protagonists' different journeys required filming during the later months. The film has been in editing since then and is currently in the final stages of post-production.

Goal: The aim of the documentary is to raise awareness about the lives of ordinary citizens during war and to contribute towards helping the cause of common Ukrainians. The documentary seeks to promote the importance of sticking to one's values, no matter the adversity.

Continuation of Appendix C

Text for Kickstarter page of "Unbreakable women of Ukraine" documentary

Kickstarter: The team believes that Kickstarter is the most promising platform to raise awareness about the documentary. The goal is to ensure that the film, which was filmed despite the risks, sees the light of day. Half of whatever amount is raised will go directly to the five young women featured in the documentary.

Risk and challenges: The biggest risk in filming this documentary was the unpredictable nature of the war, which required the team to remain flexible and adaptable throughout the filming process. The protagonists faced significant challenges in their journeys, including personal safety risks, making the documentary emotionally challenging for both the team and the audience.

Appendix D

Content plan for social Media of "Unbreakable women of Ukraine" documentary

|	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
April							
Link to visual							
Theme	Welcome and introduction post. Who we are, why we are launching this page and stay tuned	Meet our Producer David. Introduction about David, why he decided to create the project	Yaroslava	Yulia	Alena	Liza	Anna
Text	10	11	12	13	14	15	16
Social Media	All	All	All	All	All		All
Link to visual	Poster	Photo of David	Photo of Yaroslava	Photo of Yulia	Photo of Alena	Photo of Liza	Photo of Anna
Theme	Why we are launching the film (post 2): how the film was shooted, how it was created. Visual is Teaser	This Day last Year - 17-18 April (short story, description of the day, period)		Reposts	Updates about the film (screenshot from calls or stage of production): on what stage we now and		This Day last Year - 23 April (short story, description of the day, period)
Text	17	18	19	20	21	22	23
Social Media	All	All		All			LinkedIn&Twitter
Link to visual	Teaser	Screenshot from call or screenshot from shooting or screenshot from film		Video or screenshots (carousel)			
Theme	Brave or inspiring Quote from Yaroslava example (https://www.instagram.com/p		Reposts	Why we are launching the film (post 3): interesting moments from film,			
Text	24	25	26	27	28	29	30
Social Media	All		LinkedIn&Twitter	All			All
Link to visual	Screenshot or photo of Yaroslava and quote near her			Video or screenshot			Katyas photo
May							
Theme	Reposts	Updates about the film (screenshot from calls or stage of production): on what			This Day last Year - 5 May (short story, description of the day,		This Day last Year - 7 May (short story, description of the day,
Text	1	2	3	4	5	6	7
Social Media	LinkedIn&Twitter	All		All			All
Link to visual		Screenshot or video from film		Video or screenshots (carousel)			Screenshot or photo of Yulia and quote near her
Theme		Brave or inspiring Quote from Anna example		This Day last Year - 11 May (short story, description of the day, period)	This Day last Year - 12 May (short story, description of the day, period)		Reposts

Continuation of Appendix D

Content plan for social Media of "Unbreakable women of Ukraine" documentary

Text	8	9	10	11	12	13	14
Social Media		All		All			LinkedIn&Twitter
Link to visual	Screenshot from call or screenshot from shooting or screenshot from film	Screenshot or photo of Anna and quote near her		Video or screenshot			
Theme	We are launching Crowdfunding campaign, why, where we will send money.	Instruction how to donate, why donate, where we will send money, request to donate	This Day last Year - 17 May (short story, description of the day,		This Day last Year - 19 May (short story, description of the day,		Reposts

Text	15	16	17	18	19	20	21
Social Media	All	All		All			LinkedIn&Twitter
Link to visual	Trailer	Screenshot of our GoFund page	Video or screenshots (carousel)				
Theme	Our partners - who are they, how they help us + reminder to donate money	Reposts	Where we donate - Ukrainian women fund, why it is importnet for us, mission of the film +				This Day last Year - 28 May (short story, description of the day, period)

Text	22	23	24	25	26	27	28
Social Media	All	LinkedIn&Twitter		All			All
Link to visual	Collage of logos of our partners or screenshot from film or photo of producer on			Video or screenshots (carousel)			All heroines together + logo of women fund
June							
Theme	Updates about film (**Festivals**) + reminder to donate money	This Day last Year - 30 June (short story, description of the day, period)		International Childrens' Day - 1 June (how much children were killed)			Reposts

Text	29	30	31	1	2	3	4
Social Media	All	All		All			LinkedIn&Twitter
Link to visual	Photo of our film on festival or photo of brochure with our film on festival	Video or screenshot		Photo of Last year fleshmob with children carriages in LVIV			
Theme	Updates about our crowdfunding campaign, who has already told about us + Reminder to donate money	Brave or inspiring Quote from Liza example		This Day last Year - 8 June (short story, description of the day, period) - Me in			Reposts

Text	5	6	7	8	9	10	11
Social Media	All	All		All			LinkedIn&Twitter
Link to visual	Infographics or screenshot from GofundMe	Screenshot or photo of Liza and quote near her		Video or screenshots (carousel)			
Theme	Last days of crowdfunding campaign: updates, what we are planning to do next	Brave or inspiring Quote from Alena example		This Day last Year - 15 June (short story, description of the	Results of our crowdfunding campaign + thank you		Reposts

Text	12	13	14	15	16	17	18
Social Media		All		All	All		
Link to visual	Photos from meetings or videos or photo of Ukraine	Screenshot or photo of Alena and quote near her		Video or screenshot	Screenshot from film or video from producer of video from participants + producer		LinkedIn&Twitter

Appendix E

Detailed setting of the targeted campaign on Instagram and Facebook
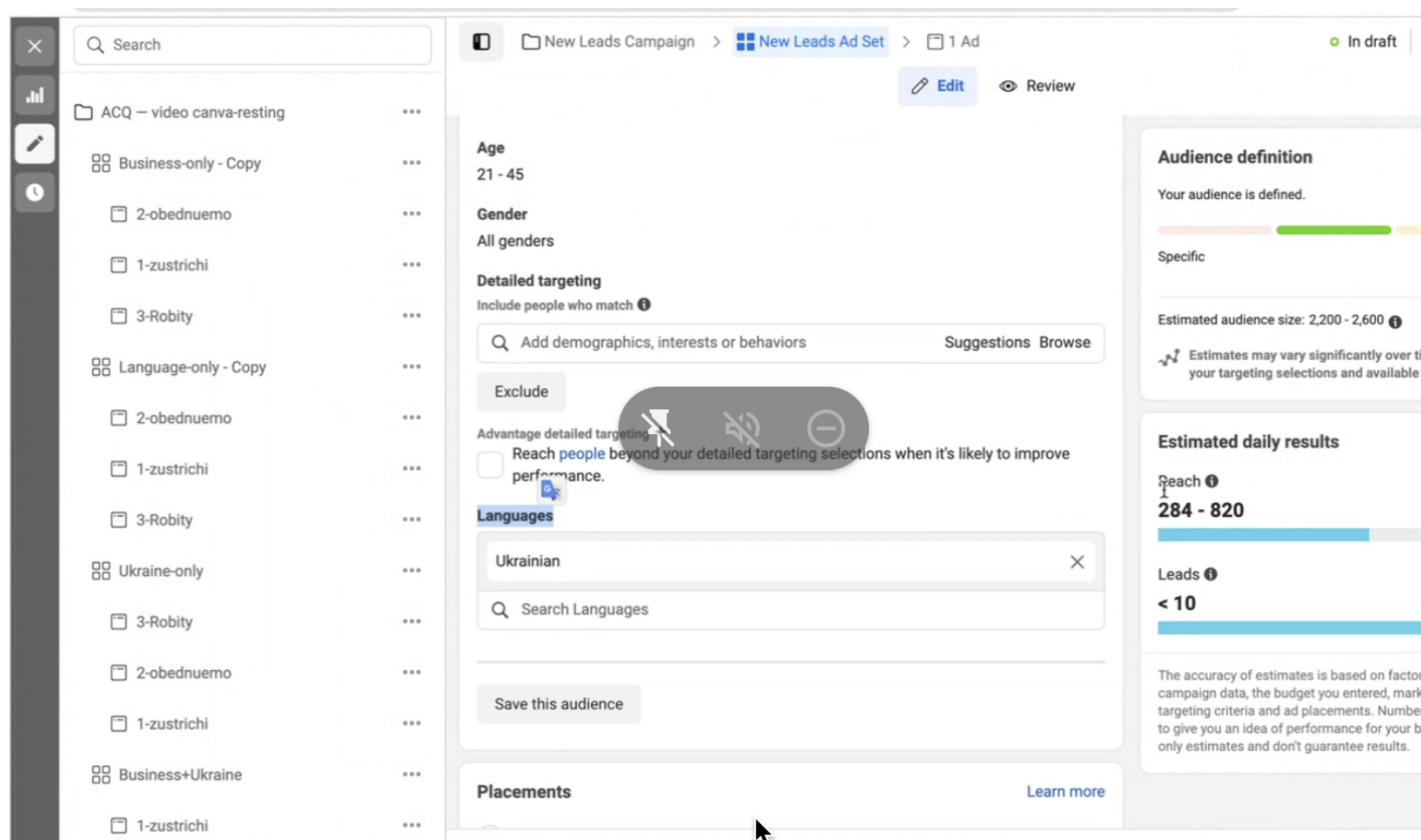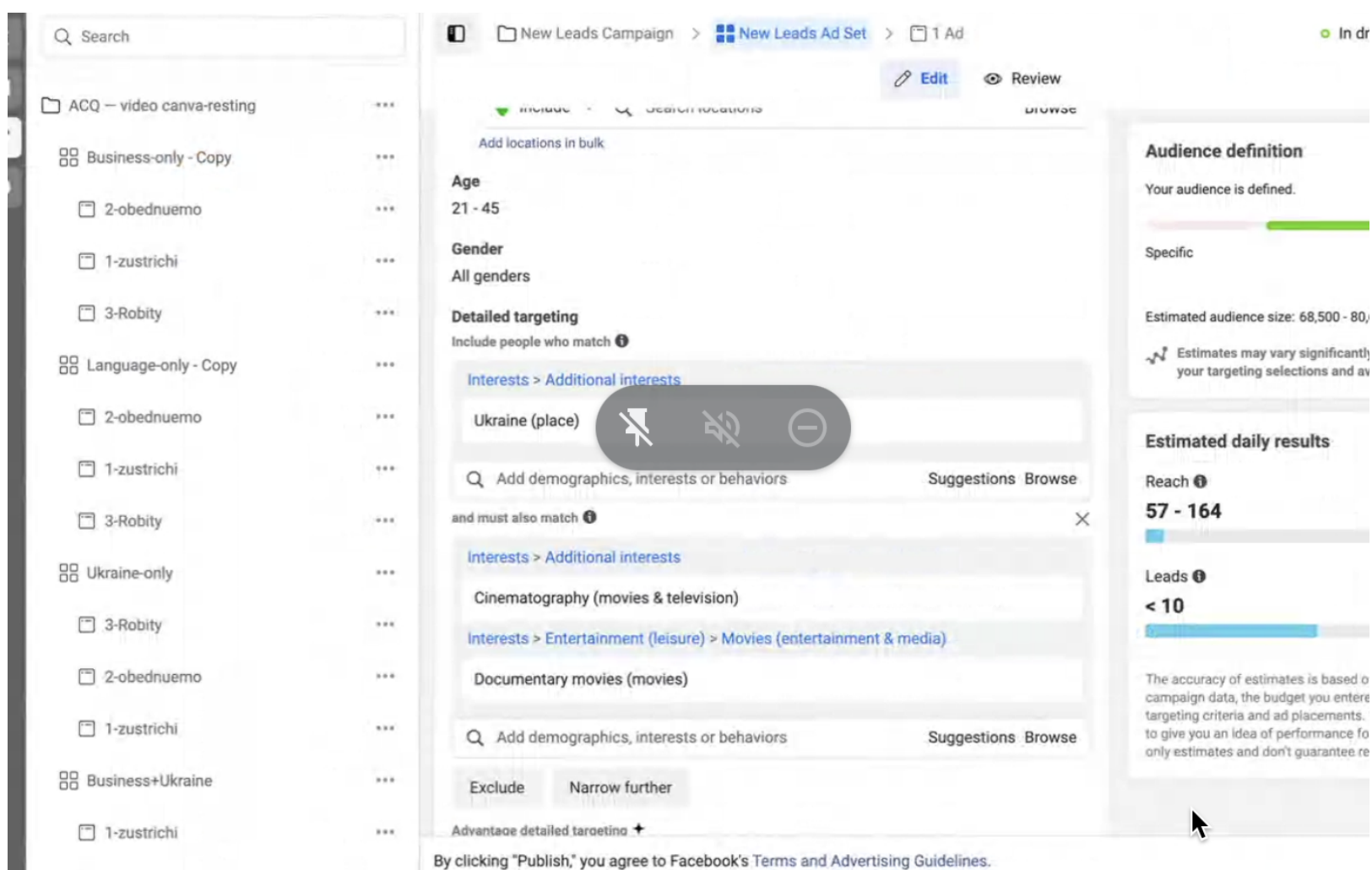
Appendix F

Launched Instagram

unbreakableuawomen ③ ⊕ ☰

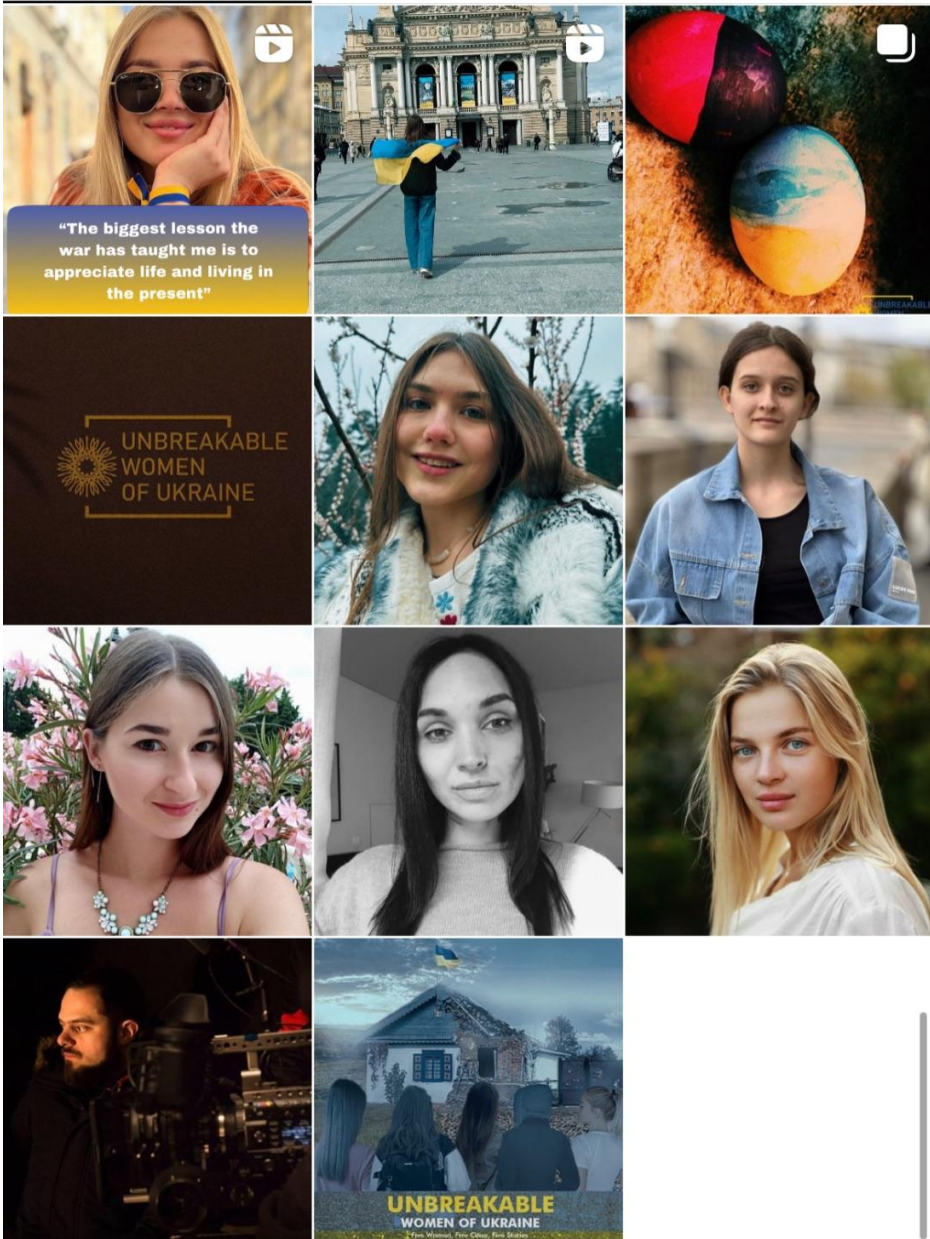| 11	34	9
Posts	Followers	Following

The Unbreakable Women of Ukraine 🇺🇦
Film
Five Women, Five Cities, Five stories, One Home… 🏠
Documentary about power of women and their courage
to live and fight despite the war

Professional dashboard
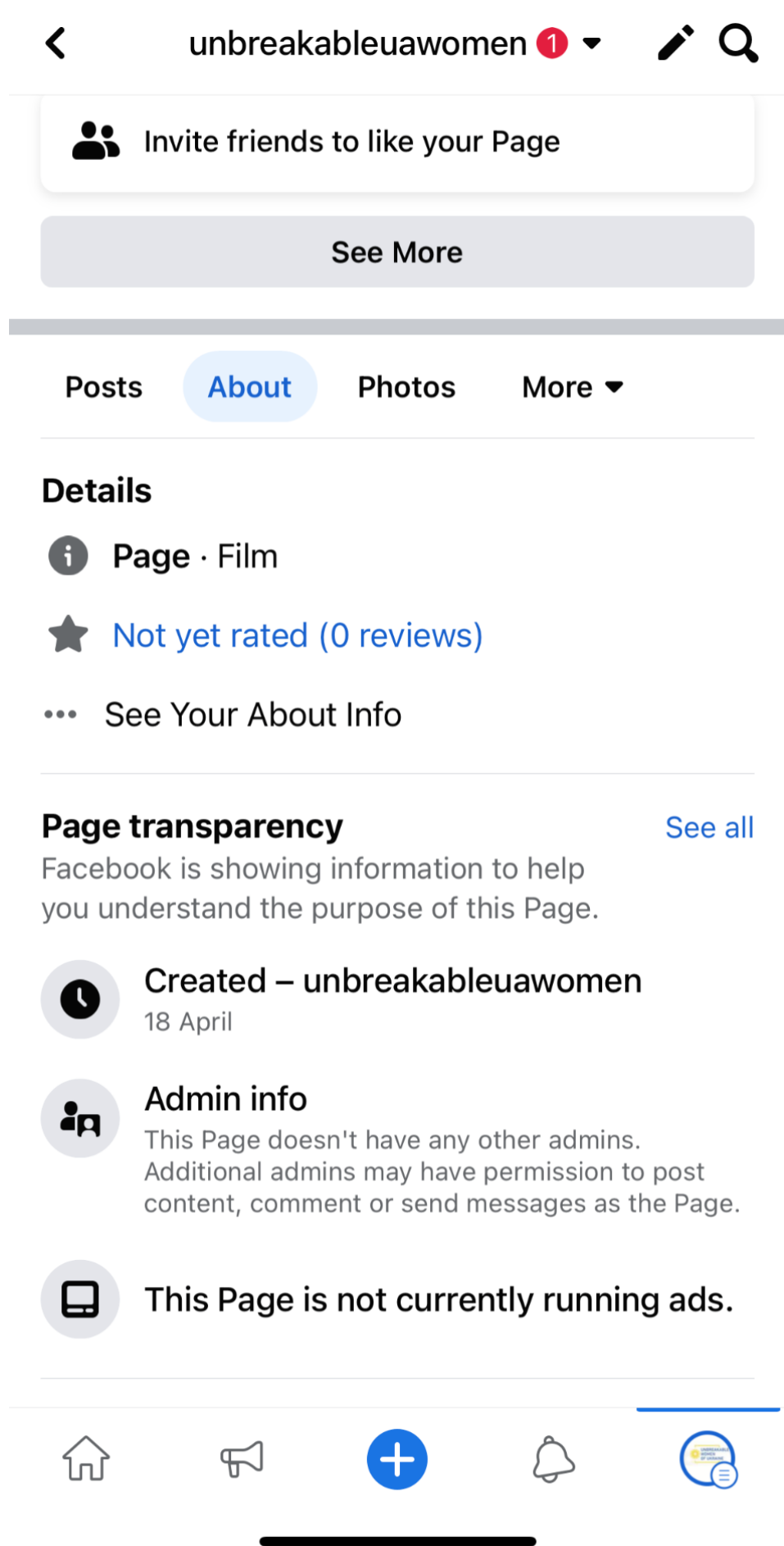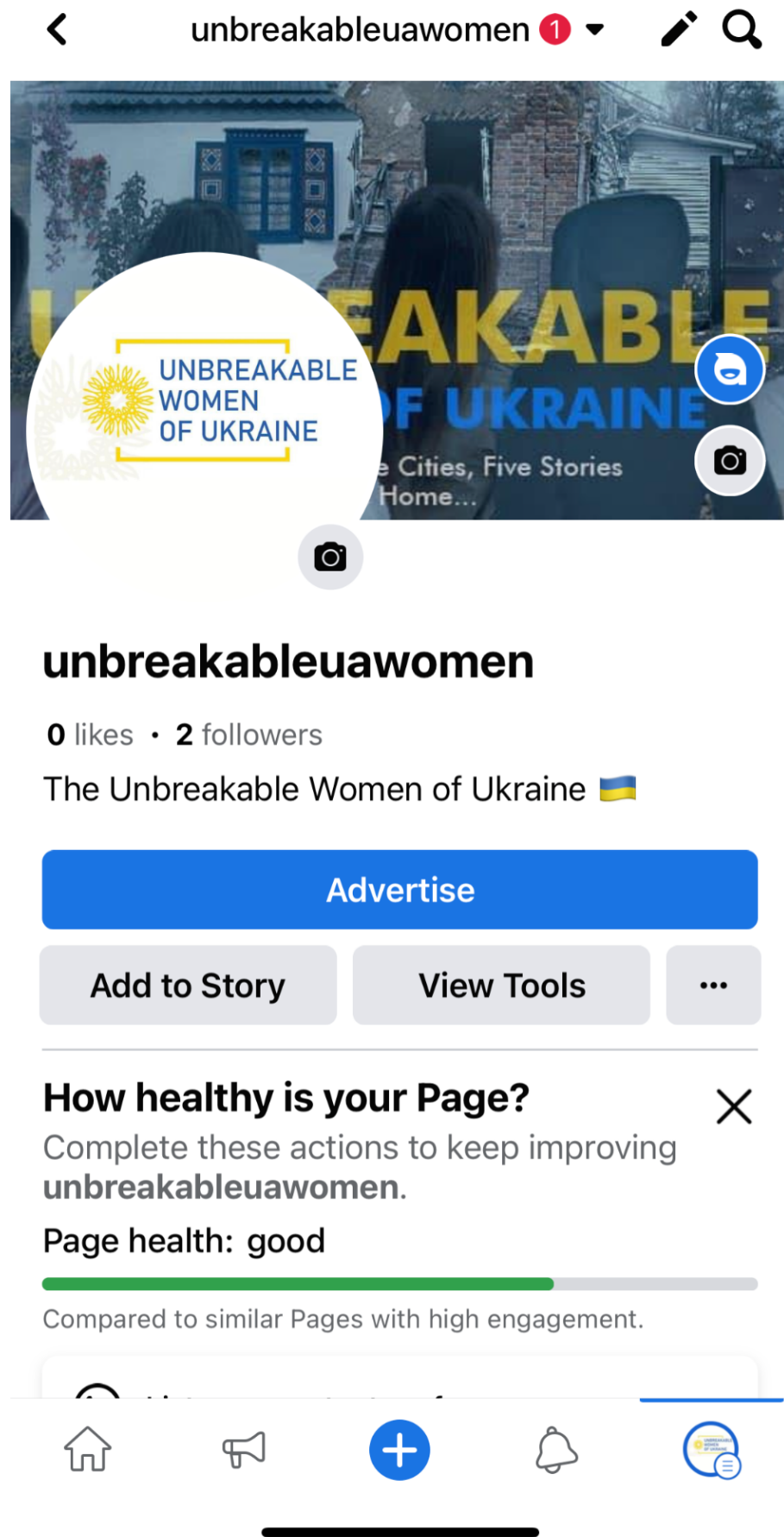5.5K accounts reached in the last 30 days.

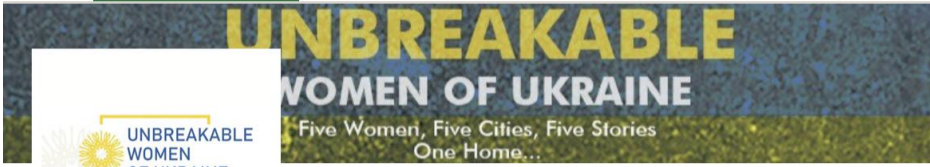| Edit Profile	Share profile

Appendix G

Launched Facebook

Appendix H

Launched LinkedIn

| Page | Analytics | Activity |

Unbreakable women of Ukraine

Documentary about power of Ukrainian women
and their courage to live and fight despite the war

Online Audio and Video Media · London

3 followers

← | Unbreakable women of Ukraine | ...

👤 **View as member**

| Page | Analytics | Activity |

Posted by **Yelyzaveta Didenko** · 5/9/23

Unbreakable women of Ukraine   ...
3 followers
6d · 🌐

"The biggest lesson the war has taught me is to
appreciate life and living in the present"–   ...see more

"The biggest lesson the
war has taught me is to
appreciate life and living in
the present"

🏠 Home   👥 My Network   ➕ Post   🔔 Notifications ①   💼 Jobs
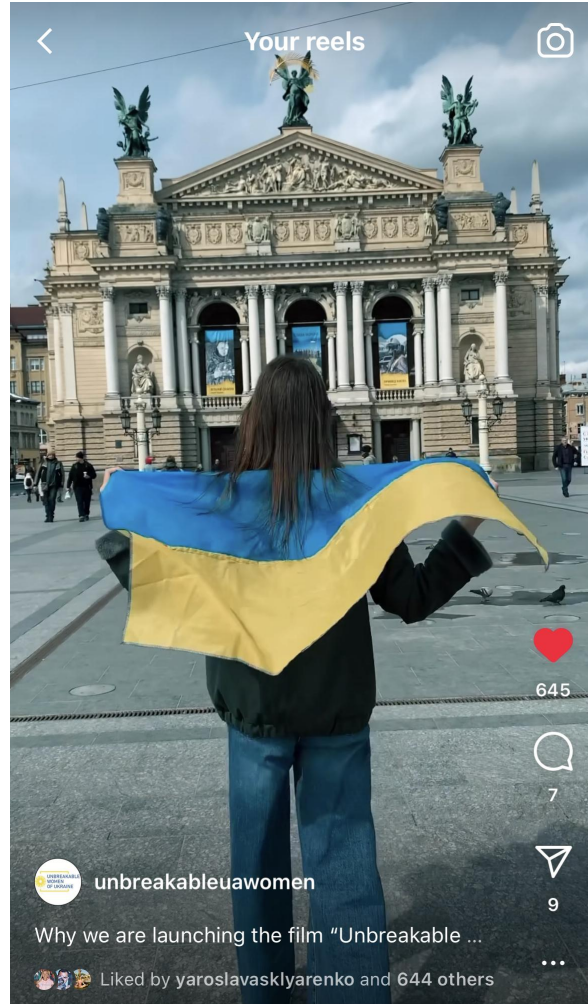
Appendix I

Launched Twitter

Unbreakableuawomen🇺🇦

@Unbreakableuawm

📅 Joined April 2023

4 Following   **0** Followers

Tweets   Replies   Media   Likes

Appendix J

Reel on Instagram and it`s analytics

5,254
Accounts reached

0		**5,254**
Followers ●		● Non-followers

Plays	5,269
Likes	625
Shares	9
Comments	7
Saves	6

Facebook ⓘ

Plays	988
Reactions	20

Profile activity ⓘ   **9**

Follows	9

Appendix K

List of online media and organisations

People	Organisations and media
Liza	
Yulia Tymosha (blogger) - 29K	Ukrainian Women Fund
Ashley Finch (filmmaker) - 2500	Unicef
Darina Sovenko (blogger) - 19K	Ukrainian Ministry of culture
Tanu Muino (can try to ask) - 100K	The Kyiv Independent - article
Kharytonovaa - 20K	Ukrainer - article
Daria Malevka - 5249	LVBS- article
Nastia Mozgovaya - 12K (can try to ask)	Viber Ukraine community - 4M subscribers (I can ask if we will have relevant website)
Masha Efrosinina - 2M (can try to ask)	The Village Ukraine
vally_v - 15K	withukraine - can try to ask
@dropdown	Ukraine now - can try to ask
	Elle UA
	Saint javelin
	Svidomi_ua - 172K
	Gogol Media - 63K
	Marshzhinok - 67K
	September.journal - 103K
	Wonderzine.ua - 36K
	Sho_tam - 146K
	https://savelife.in.ua/en/ (The Come Back Alive Fund)
	https://novaukraine.org (Nova Ukraine)
	https://www.razomforukraine.org (Razom)
	https://u24.gov.ua (United 24)
	https://uk.mfa.gov.ua/en (The UK Embassy of Ukraine)

	https://mfa.gov.ua/en/embassies/azerbajdzhan In Azerbaijan
Producer David	
The Embassy of Ukraine in Azerbaijan	
Nacho Garcia	Faraway Pictures
Haji Safarov	Filmacc
Zaur Shafiyev	Contact to the Head of Film at Cannes Film Festival
Ginette Harold	Head of Festivals at London Film School
Kate Hughes	Focus - Directing of Marketing and Comms
Gisli Snaer	Director of Icelandic Film Centre
Kemal Akhtar	BFI
Chris Allies	Self-employed / BFI
Mike Leigh	Filmmaker
Alexander Rodnyansky	Film Producer
Jackie Teboul	Cinematographer
Nick Peplow	CEO of LFS / Former CEO of BFI