



*vimeo*

**ON DEMAND**

SELLING HANDBOOK



SELLING HANDBOOK

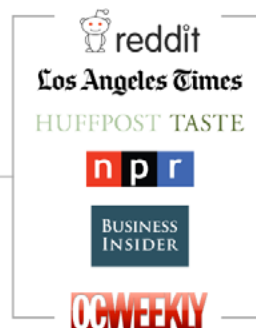
# Promote your videos

You have amazing videos to sell — now you need to get people to buy them. Optimize your Vimeo On Demand page and embedded trailer to ensure maximum plays and purchases.

## 1) Send the Vimeo player to press

When you send screeners or other information about your videos to press, make sure you include the Vimeo player embed code. That way, wherever it gets embedded, people will be able to purchase your work right then and there.

**PRO • TIP** In making the documentary *Sriracha*, the filmmaker identified a number of writers and bloggers interested in food culture and in Sriracha hot sauce, in particular. He wrote to each of them personally to tell them about the film and, as a result, sites like [NPR](#), [Slate](#), [Cool Material](#), [Huffington Post](#), [Mic.com](#), and [Business Insider](#) tweeted links to his Vimeo On Demand page and embedded his trailer.



## 2) Share your promotional video via social media

The more views your promo video gets, the more purchases (and profits) you're likely to rack up.

## 3) Create promo codes to give away

Promo codes are a great way to fulfill crowdfunding rewards, and to market your film, video, or series. Give away discounted rentals and downloads to press, or to a wider audience, to help increase views and word-of-mouth promotion. They aren't called "promo" codes for nothing.

If you have a mailing list (and you should!), email your fans to let them know your videos are available and give them an exclusive discount with a time-limited promo code. People are much more likely to use the discount if it's only available for a few days.

**PRO • TIP** The makers of *A Film About Coffee* reached out to dozens of coffee shops around the world and gave them exclusive discount codes to pass out to their customers. By giving a little away, the filmmakers have grown a huge marketing machine and created a lot of non-cafeine-induced buzz.

To create new codes or manage existing ones, go to your Vimeo On Demand settings and click on the **Promotions** tab.



#### 4) Set up a pre-order

Build some hype before your release by making your videos available for pre-order up to 90 days beforehand. Pre-orders are a great way to excite fans and take advantage of your festival run before you're 100% ready to put your work out there.

When you make your videos available for pre-order, you'll still need to include a trailer, poster, description, creator bio, and links to your social media channels. Once your pre-order period comes to an end, your video won't be released automatically; you'll need to return to your Vimeo On Demand settings, preview your page, and click the "Publish" button to make it available.

#### 5) Embed your trailer, wherever

Vimeo On Demand is a great place to distribute your videos, but we know it's not the only place. If you have your own website, for instance, you should absolutely embed the Vimeo player. That way, your viewers can click to purchase your videos right within the player, without leaving the page.

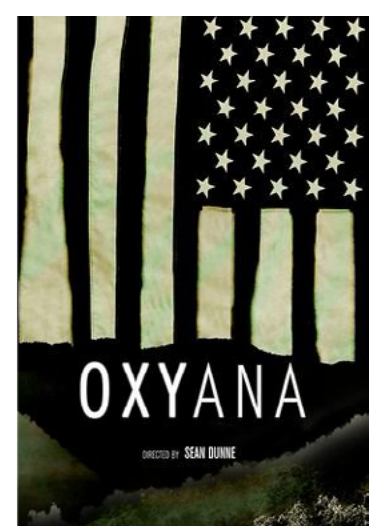


**PRO • TIP** Add Vimeo On Demand links to all of your video descriptions on other platforms-that-shall-not-be-named to push more traffic to your page and drive more purchases.

#### 6) Put existing videos to good use

Promote your latest Vimeo On Demand release through your existing work on Vimeo. If you've uploaded something in the past that's gotten a bunch of views, customize its outro to include a link to your new video.

**PRO • TIP** Filmmaker Sean Dunne cleverly snagged some free promotion for his newest film *Oxyana* when he linked to it from his popular first piece. *American Juggalo* had already been viewed over 1.7 million times, and was embedded all over the Internet.



## 7) Add bonus features

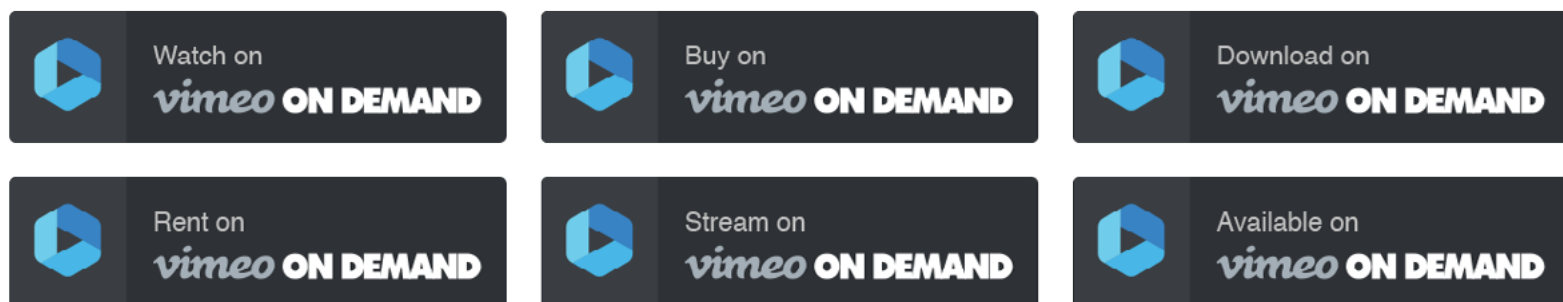
Boost sales by adding exclusive bonus features like behind-the-scenes videos or deleted scenes and making them available for free as promotional pieces. These will include the in-player purchase button too, so if a site wants to embed an extra from your film, make sure you share it in a Vimeo player and attach the video as a bonus feature on your Vimeo On Demand page.

**PRO TIP** When Alldayeveryday released the film *Everybody Street*, they created several bonus clips that they attached to their title as bonus features. They then sent these clips to publishers who wanted exclusive clips to include in their articles. As a result, each clip reached a different audience, and was shared to other media platforms like Tumblr and Blogger. Because the clips were attached to the Vimeo On Demand page, they had the purchase button directly in the player — which meant more potential sales. The team also created additional bonus clips that they reserved for buyers of the main feature; they combined these with the Series feature to create a deluxe edition of their videos (which they could then sell at a higher price point).



## 8) Add buttons to other sites

Download embeddable **Vimeo On Demand buttons** that link back to your video's page to help increase traffic, trailer plays, and purchases. Reach out to your followers on Twitter, Facebook, and Tumblr and ask them to do the same.



Once you've got people hooked, don't let them get away!



# Build an audience

Part of the unbelievable power of the Vimeo On Demand platform is the passionate Vimeo community that stands behind it. Harness this passion to help build a following and an audience that will continue to love, promote, and anticipate your work long after they've viewed this title.

## 1) Respond to comments

Vimeo is home to one of the most passionate and supportive communities on the Internet. When people take the time to comment on your work, it's a good idea to respond. Not only will you be able to steer the conversation, you'll also give your biggest fans a \*thrill.\*

## 2) Send out updates

Start reaching out to your fans — go to the Promotions tab of your settings, and you can export a .CSV file of email addresses for people who have opted into receiving updates from you about your projects.

**PRO • TIP** Whenever the producer of *Anatomy of a Love Seen* received a personal email or Facebook comment (or even a comment on her YouTube trailer), she encouraged her fans who watched her film to write reviews on her Vimeo On Demand page. By writing hundreds of personal emails and responding to every comment (good and bad) she could find on the web, she managed to turn her page into a lively discussion board about her film.

## 3) Reward loyal fans

A loyal following can last a lifetime, and building one will become especially important as you start to think about and raise money for your next big undertaking. “Buffy” creator Joss Whedon and his team intelligently rewarded fans right around the time of his next big release, which in turn won them some free advertising.

Whedon released his film *In Your Eyes* on Vimeo On Demand immediately following his Tribeca Film Festival premiere. That surprise launch garnered a lot of attention, but after the film was out for a little while, he decided to create another burst of Internet chatter — this time, by giving back to his fans.

**PRO • TIP** Joss' team randomly selected a group of fans and sent them special gifts, all timed to arrive on the same day. Fans around the world shared photos of these gifts (which ranged from signed posters and Rokus to BBQ grills and cacti) all over social media and #InYourEyes began trending all over again. BuzzFeed called the stunt a “Crazy Reverse Kickstarter.” You don't always have to send out expensive gifts, but remember to keep in touch with your fans and show them love and appreciation for supporting you.

 Got a surprise cast-signed poster in the mail from the new @josswhedon movie #InYourEyes. Watch it on @vimeo Thanks!

 Hey @JossWhedon's - I loved #InYourEyes, and just got my #roku for supporting it. #stayclassy

 So..#Whedon's #InYourEyes just sent me a #XBoxOne as a “little token” for watching their excellent movie!

 Rented @JossWhedon's #InYourEyes, got a fantastic quirky movie & a Weber mini grill as a thank you!! THANKS JOSSI

With Vimeo On Demand, you can keep in touch with your fans, and even do fulfillment for your crowdfunding campaign.





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# Crowdfund

Raising the funds to make your masterpieces is an ever-important piece of the puzzle. Vimeo On Demand plays nice with crowdfunding platforms and has tons of tools to help you achieve your wildest filmmaking dreams.

- Post your trailer to your campaign page. If you'd like, the embedded Vimeo player can include a button that allows supporters to pre-order your video.

- Fulfill perks with easy-to-create, 100-percent-off promo codes.

- Are you funding an exceptionally mind-blowing film project?

The Vimeo team may take notice and grant you additional support.

Crowdfunding is an important component in making a lot of creative endeavors a reality. But hopefully you'll also be making tons of cold hard cash by selling your work on Vimeo On Demand.



Here are just some of the benefits you can tap into when funding your film with Indiegogo and Vimeo:

- **Funding:** Vimeo's new Creator Fund will commit up to a million dollars in funds for select Indiegogo film campaigns in 2015.

- **Free unlimited fulfillment:** Participating campaigns will have access to free fulfillment on all digital download perks via Vimeo On Demand.

- **Featured collection on Vimeo:** All Indiegogo-funded films will be featured in our "[Indiegogo Funded Films](#)" collection in the Vimeo On Demand catalog.

- **Discounted Vimeo PRO:** Indiegogo film campaigners will also be eligible for a substantial discount on Vimeo PRO membership.

And that's just the start. Read all the details on our [blog](#) and [sign up for more information here](#).



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# Track sales

Our stats tools help you track your engagement and sales, right from day one. Was that bump in trailer views the result of a big press push? Did that Facebook post boost your weekend sales? With your stats dashboard, you can find out.

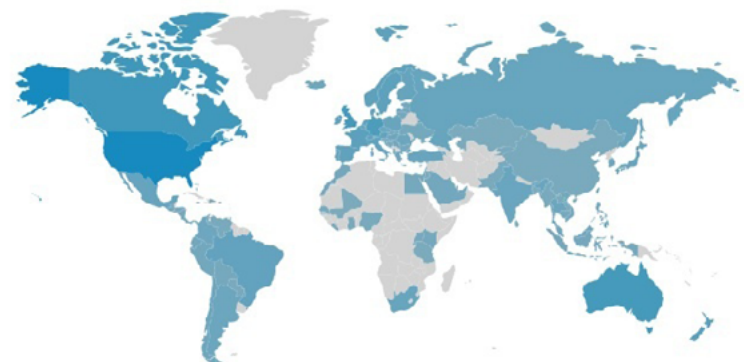
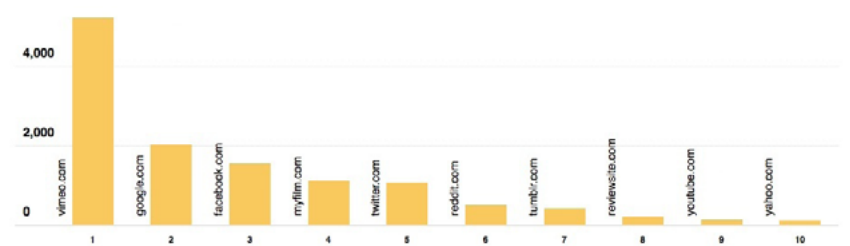
Learn more about how and where people are discovering your videos, how many sales you've made, and whether or not you're blowing up in Japan. You can also track promo code redemptions, trailer plays, likes, comments, and more. Thanks to the quick-stats dashboard, you don't even have to leave your Vimeo On Demand page to see these insights.



But for a more in-depth look at your sales activity, you can also visit your advanced stats dashboard. To get there, click the link in the upper right corner of your page.

We'll also send you a monthly sales activity report via email, plus notifications once your portion of the revenue share has been transferred to you.

And now that you're ready to track sales and earn that cold hard digital cash, it's time to actually create your page and start selling.





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# Start selling

For more information about getting started on Vimeo On Demand, visit [vimeo.com/ondemand/startselling](https://vimeo.com/ondemand/startselling).

Still planning your next move?

Meander over to [the Vimeo blog](#) for additional pro tips and case studies from other creators who have already been successful at selling their videos through Vimeo.

Happy creating, packaging, and selling!

*LOVE,  
Vimeo*