

PATRICE TURNER

Senior Copywriter & SEO Content Specialist



Independent Black Film Platform Email Series

Three-Email Filmmaker Acquisition Campaign

AUDIENCE	Independent Black filmmakers with recent festival recognition
OBJECTIVE	Encourage filmmakers to submit content to a niche streaming platform
DELIVERABLE	Three-email acquisition and nurture sequence. Client name and contact details changed.

CAMPAIGN STRATEGY

A Three-Step Filmmaker Acquisition Journey

The sequence moves prospects from awareness to action while reinforcing the client's cultural mission. Each email has a distinct job, but all three use the same energetic, community-centered voice.

01	Introduce Establish relevance and present the platform's value to festival-selected filmmakers.
02	Simplify Explain the submission process and reduce practical barriers to action.
03	Belong Connect the offer to a larger mission and invite community participation.

Voice: encouraging, culturally specific, filmmaker-friendly, and action-oriented

Primary CTA: Submit a film or request the media starter kit

Secondary CTA: Share the opportunity with other Black filmmakers

EMAIL 1 | INTRODUCTION & VALUE PROPOSITION

TO	Festival-selected independent Black filmmakers
SUBJECT	Your film deserves a bigger audience
PREVIEW	Bring your festival-selected film to a community built for Black cinema.

Welcome to Black Cinema Collective. We're an independent community of Black movie lovers. We proudly feature ALL BLACK MOVIES - ALL THE TIME - RIGHT AT YOUR FINGERTIPS. Our one-of-a-kind community welcomes independent Black filmmakers just like you.

Congratulations on your recent inclusion in a major film festival. Film festivals are an excellent opportunity to have your movie featured in an outstanding industry-wide setting. If you're interested in reaching a wider audience with your visionary short movie or full-length feature film, Black Cinema Collective is the perfect opportunity for you. You're invited to submit your film. Here's why you should:

We are a filmmaker-friendly video-on-demand platform where Black filmmakers can showcase their work. You keep all rights to your films, and you'll receive a percentage of the proceeds each time your movie is streamed on our website. We'll even help promote your movie through outlets that reach your target market and through strategic partners such as film festivals and Black film-industry influencers.

Ready to get more eyes on your movies? Simply reply to this email and request our media starter kit. It will help you promote your films to our audience and get the views your work deserves. You can also visit the [Submit Your Film](#) page on our website. Get started today - our community of Black movie buffs is waiting for your submission.

We're excited to start working with you and look forward to hearing from you soon!

Founder & CEO
Black Cinema Collective

EMAIL 2 | PROCESS & OBJECTION REDUCTION

TO	Festival-selected independent Black filmmakers
SUBJECT	Ready to put your film in front of more viewers?
PREVIEW	A simple submission process can connect your work with Black movie lovers.

Here's the information you need to start the submission process and get your film in front of our members. At Black Cinema Collective, we're all Black films, all the time, right at our members' fingertips. Members love us because we gather the films they want to see in one convenient streaming location. Filmmakers appreciate us because we gather their target audience in one convenient place. That's what we call a win-win-win!

Your recent festival selection demonstrated the outstanding nature and commercial appeal of your film. Now that you've proven your mettle, Black Cinema Collective is a great opportunity to get even more people to see your work. We've built a membership community of people of color who eagerly look for movies featuring filmmakers, directors, and actors who look and live like them. Our members celebrate the distinctive nature of Black films and have all-day and all-night access to our collection - which can include your short movie or full-length feature film.

Here's how to submit your film to our 24-hour streaming platform:

- Complete and sign our easy-to-understand content license agreement.
- Visit the Submit Your Film page on our website.
- Provide the necessary film and filmmaker information.
- Include a film still (JPEG, 850 KB to 1.5 MB).
- Upload your video to Dropbox.
- Complete our short registration form.

Once you've met these requirements, send us your completed forms and film file. Stop struggling to find your viewership. We've gathered the audience; now we need your work. Submit your film today and start building your viewership tomorrow.

Founder & CEO
Black Cinema Collective

EMAIL 3 | MISSION & COMMUNITY

TO	Festival-selected independent Black filmmakers
SUBJECT	Help us build the future of Black film
PREVIEW	Join a platform connecting Black filmmakers with the audiences searching for their work.

ALL BLACK MOVIES - ALL THE TIME - RIGHT AT YOUR FINGERTIPS.

That's our motto at Black Cinema Collective. Our goal is threefold.

First, we want to build the biggest movie-fan community on the web: Black men and women who enjoy films that portray the qualities that make Black cinema distinct.

Next, we're working hard to amass the largest collection of Black movies in existence. We feature films across genres - from comedy and mystery to science fiction and more. If Black filmmakers envisioned it and brought it to life on screen, we want to share it and keep expanding our growing collection.

Finally, we're building the most creative Black filmmaker community on the internet. We're looking for filmmakers just like you who have created successful work and earned recognition through festival selection.

If that third goal speaks to you, head to the Submit Your Film page on our website. It has all the information you need. You can also reply to this email and we'll send you the details required to get your movie in front of our members. Once you submit your film, we'll move it through our review process and introduce it to our movie-fan community.

Get started today by doing two simple things: submit your film and share this email with other Black filmmakers. We're excited to help you find the viewership you need and deserve.

Founder & CEO
Black Cinema Collective