

*vimeo*  
**ON DEMAND**



**Selling Handbook**



Here you'll find advice from professional filmmakers, distributors, and marketers on how to present, promote, and sell your films, series, or videos on our completely open, completely global, self-service platform.

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VOD SELLING HANDBOOK

# Get started

Whether you're a seasoned filmmaker or new to the scene, you can start selling your videos directly to your audience through Vimeo On Demand. There are just a few things you need to do before you can start selling your work:

- 1) Sign up for [Vimeo PRO](#)**
- 2) Connect your PayPal account**
- 3) Choose a film, series, or video to sell**
- 4) Edit a trailer**
- 5) Design a poster**
- 6) Write a synopsis**

Sound good? Let's dive a bit deeper.



# Package your videos

When you sell a film or video on Vimeo On Demand, you'll get a landing page for your title. This page is your home base, and you can customize it as much as you'd like. Use it as your title's website, or use it in tandem with one. You can add a custom domain, and send people directly to this page to purchase your work, and your embedded trailer will also link back to this page. Bottom line: make it look good!

## 1) Upload your video files

When you set up your Vimeo On Demand page, you'll be asked to upload the files for your main video, as well as a trailer video. You can also connect an existing trailer video if you've already uploaded it to Vimeo.

Choose which Vimeo PRO account you want to manage your Vimeo On Demand presence from, and add all versions of your main videos, trailer, and promotional clip to that account, and mark them as Extras to have them appear on your title's page. This will ensure that everything links back to the page where people can purchase your work. If for any reason you need to update your trailer, make sure you keep the same URL.

And before uploading your videos, check out our [recommended compression settings](#). Once your videos are uploaded, you can add captions/subtitles to your work in your video's advanced settings. To add captions/subtitles, create or purchase them through Vimeo + Amara in the Advanced tab of your video's settings.

## 2) Choose a thumbnail

Your video thumbnails represent your title across the Internet when the video isn't playing. Thus, choose your thumbnails wisely! Make them extra eye-catching to promote as many clicks and plays as possible.

Choose a still from your video file, or upload a custom thumbnail. Learn more about making the best possible thumbnail for your work in this [Vimeo Video School lesson](#).

## 3) Upload a poster

An eye-catching poster makes your title look professional and enticing, and helps you market it. Your poster will appear on Vimeo On Demand and in our directory. Laurels are great, and

so are press quotes, but they probably won't be very visible on the poster (the text will be fairly small on-screen). Instead, choose an image that is large and dynamic to accompany your title, and save the extras for your video description.

## 4) Add a description

Write exciting words about your title to convince more people to watch it. Highlight well-known cast members, or include particularly flattering press quotes

## 5) Choose your pricing

When selling your title on Vimeo On Demand, you've got some options. Make them available for Rent (stream for 24 hours or more), or Buy (stream + download), or both!

Vimeo On Demand allows you to accept multiple currencies if you so choose. If you activate more than one, be sure to set prices for each new currency to make it easier for people around the world to view your work.

## 6) Choose your regions

We strongly encourage you to make your videos available worldwide, but if you are prevented from doing so, you can return to your settings to edit this in your settings after you've saved a draft of your page.

Now that you've added all the necessary information, it's time to dress your page up a little and entice even more viewers.



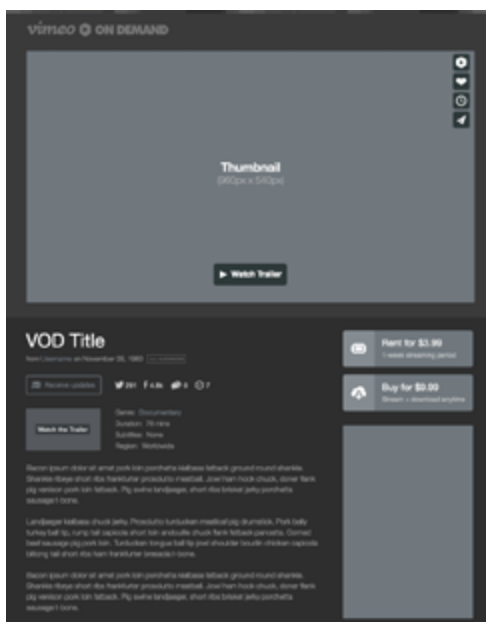
VOD SELLING HANDBOOK

# Customize your page

Your Vimeo On Demand page can also complement or replace your title's website. There are plenty of ways to customize this page to your heart's content.

## 1) Add a custom background image

Design an image for the background of your Vimeo On Demand page. Incorporate eye-catching poster artwork or stunning film stills — this is also prime real estate for festival laurels and press quotes. If you want to get extra fancy with it, try integrating your trailer thumbnail seamlessly into your page's background image. The trailers blend perfectly with the background in the pages below: But if you'd rather stick with something simple, that's cool too. Our default styling looks pretty darn professional.

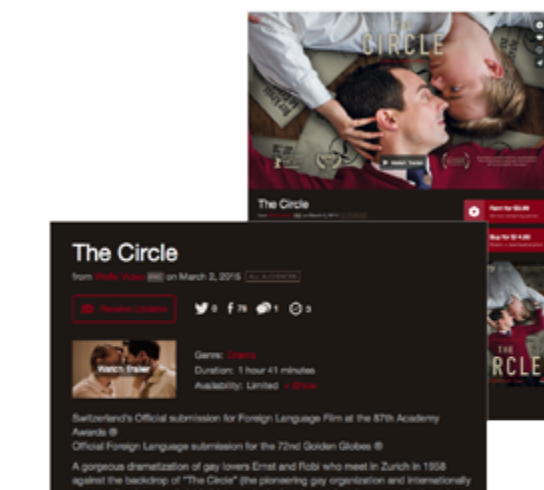


## 2) Add a custom URL

Once you've set up your page, update the URL to include the series title. To do so, go to your Vimeo On Demand settings and click **Basic Info**, then enter your custom URL in the "SHORTCUT URL" box.

## 3) Write an enticing description

Give your series or episode an awesome introduction. This is your chance to grab potential viewers by the eyeballs before they even see the trailer. Make the beginning the very best — if we feature your film on our home page, we'll only be able to display the first sentence of your description.



**PRO • TIP** Include great press quotes if you have them, and mention key cast and crew members toward the top!

Winner  
Teddy Award, Berlin International Film Festival  
Panorama Audience Award, Berlin International Film Festival  
Grand Jury Award, Outfest Los Angeles LGBT Film Festival



#### 4) Flesh out your creator profile

Tell the world what you're all about — fill out your Vimeo On Demand page profile AND your Vimeo PRO account profile so people can learn more about you and your work. And while we're all extremely fond of the default smiley avatar, it's much better to upload a profile picture of your very own face, or your company/title's logo.

#### 5) Connect your social accounts

Connect your social channels to your Vimeo On Demand page to help boost your Facebook fan base, Twitter following, Tumblr entourage, Google+ groupies... you get where we're going with this.

#### 6) Add genres and tags

Help people discover your work on Vimeo and in the Vimeo On Demand directory by adding genres, tags, and relevant keywords within your Vimeo On Demand settings. Vimeo reserves the right to reclassify any films or videos that we feel have been labeled incorrectly.

#### 7) Customize your embedded player

In your trailer video's settings under "Embed," you can choose how your embedded player appears elsewhere on the Internet.

A rep calls the two-hour *Stoopid Buddy Stoodios Animation Camp* "the first animation educational service of its kind." The course gives audiences the opportunity to get stop-motion training, tips, and guidance directly from Green's animation team. *Animation Camp* is aimed at aspiring animators who want to advance their skills and become a professional in the animation industry. Students will learn about principles of animation, frame rates, key poses, spacing with puppets, animating to dialogue, and more.



Stoopid's *Animation Camp* is similar in style to the production studio's [eight-week training courses](#) held at its Burbank location. When the studio and Vimeo [announced the course](#) back in October, [Greg Clayman](#), general manager of audience networks for Vimeo, said, "We've been actively pursuing content that supports passionate audiences underserved by traditional programming models and the high-quality content, bold style from the Stoopid Buddy's team will resonate with animation enthusiasts globally."

**PRO • TIP** A great video thumbnail can make or break the success of your embedded trailer on the web.

- Upload an eye-catching image (like a quad poster) to represent your title when the trailer video isn't playing.
- Include all key information in the thumbnail image so you can hide your avatar, name, and title from the player and create a cleaner look.

Your page is looking HOT. Time to get some eyes on it.





# Promote your title

You have an amazing title all ready to sell — now you need to get people to buy it. 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 title(s) 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, episode, 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 film is 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-caf-feine-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 preorder

Build some hype before your film's release by making it available for preorder up to 90 days beforehand. Preorders 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 work available for preorder, you'll still need to include a trailer, poster, description, creator bio, and links to your social media channels. To publish, you'll need to go to your page settings and actually click that Publish button!

#### 5) Embed your trailer, wherever

Vimeo On Demand is a great place to distribute your work, 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 work 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 past work 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 title.

**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

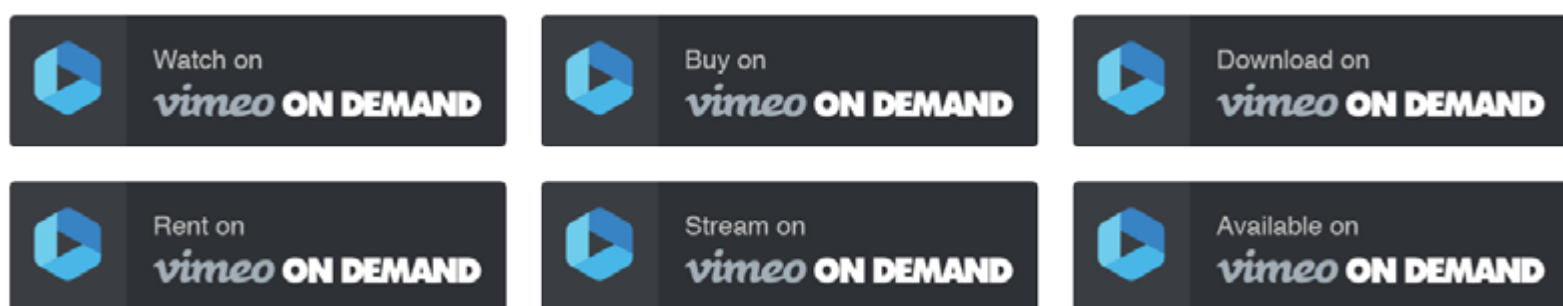
Boost sales by adding exclusive bonus features like behind-the-scenes videos or deleted scenes and making them available for free as promotional pieces. These will include the in-player purchase button too, so if a site wants to embed an extra from your film, make sure you share it in a Vimeo player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

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 in 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 preorder your title.

- 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.

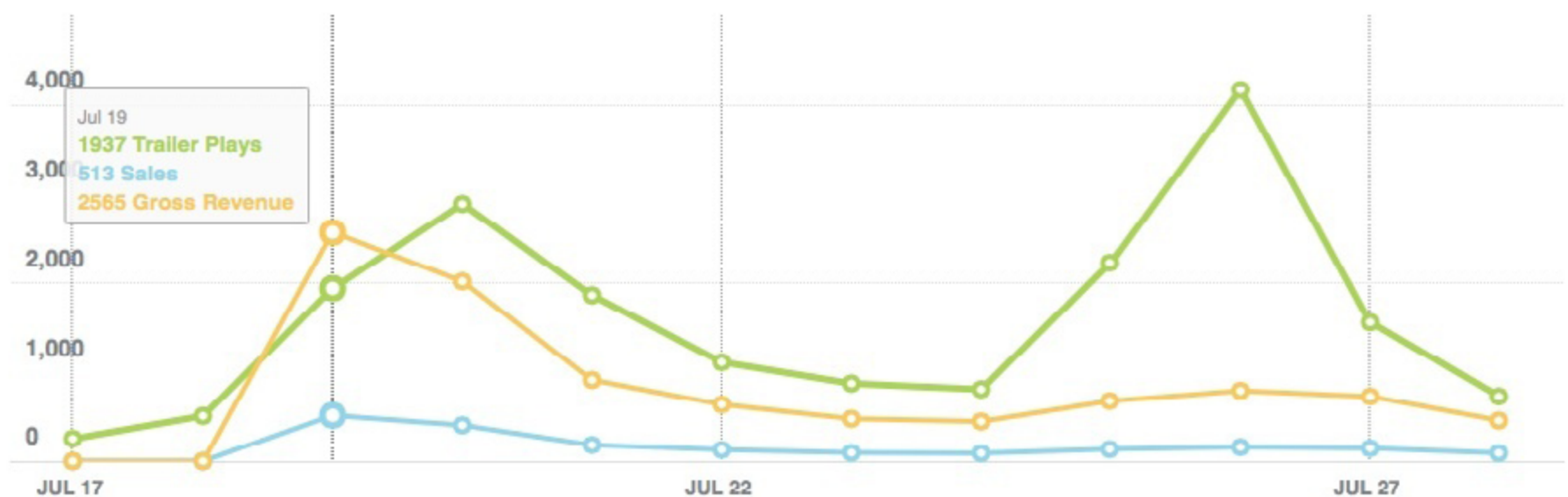
And that's just the start. Read all the details on our [blog](#) and [sign up for more information here](#).



# 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.

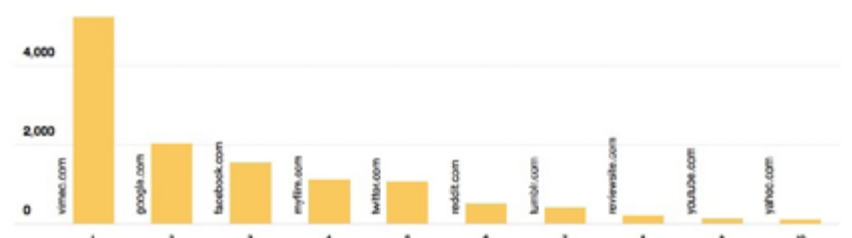
Learn more about how and where people are discovering your title, how many sales you've made, and whether or not you're blowing up in Japan. You can also track promo code redemptions, trailer plays, likes, comments, and more. Thanks to the quick stats dashboard, you don't even have to leave your Vimeo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