

The Role of Marketing in the Success of Indian Movies: Strategies, Challenges and Future Directions

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Abstract: *This research paper explores the evolving landscape of marketing strategies within the Indian film industry, with a focus on how filmmakers and production houses have adapted to the digital era. Traditionally reliant on star power, music launches, and media tours, the marketing of Indian movies has witnessed a significant transformation with the advent of social media, influencer collaborations, and online streaming platforms. The paper examines both traditional and contemporary promotional techniques, including the role of trailers, regional marketing variations, and international outreach aimed at the Indian diaspora. Through case studies of blockbuster and independent films, this study highlights the effectiveness of these strategies and addresses challenges such as content oversaturation and piracy. Additionally, future trends like the use of artificial intelligence (AI), immersive technologies, and blockchain in movie marketing are discussed. The research concludes by offering insights into the continued innovation needed to capture diverse and evolving audience segments in the competitive entertainment industry.*

Keywords: marketing strategies