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Hi there,

Here's your weekly roundup of our latest and greatest marketing posts!

Top 5 Ways To Leverage Branded Content Marketing

By Dumisa Moyo, August 16, 2019 at 9:00 AM

Who Said Content Marketing Was Hard?

Content marketing is a powerful thing, and allows brand marketers to add significant strength to your brand messaging as well as overall awareness. Everywhere you turn 'content marketing' is being discussed as the next great big thing to happen to advertising.

And you know what? If your brand isn't utilizing it, then you are missing out on a great opportunity for exposure. **In this blog, Hollywood Branded shares with you the the top 5 ways you can leverage your branded content marketing.**

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Identifying Your Market As An Entrepreneur

By Heather Armel, August 15, 2019 at 9:42 AM

...Or 'Markets' In A Sharing Economy!

Remember back in the day when Uber first launched, and everyone was skeptical about riding with a stranger or using their car as a taxi? For most of us, those days are far in the past, and the sharing economy has now evolved to reach further than our vehicles. Entrepreneurs within this space face the unique challenge of marketing to two types of customers, each with different needs, and you need both of them to be successful.

Recently, our CEO had a wide spanning conversation with a marketing professional who has had success navigating the often challenging space of sharing economies. **In this blog, Hollywood Branded has a conversation about identifying your market as an entrepreneur with [Neighbor.com](#) Co-Founder and CMO, Preston Alder.**

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Celebrities Using Their Own Platforms To Build Their Brands

By Chelsea Collins, August 14, 2019 at 9:00 AM

Celebrities, Their Brands, And Billions Of Dollars

Forbes recently released its list of America's Richest Self-Made Women. From the world of celebrity, we saw names like Rihanna, Kim Kardashian, and Beyoncé. No one is particularly shocked to see these names on the list, but what is surprising is that they didn't get there from record sales or a reality TV deal.

You've seen our blogs about companies using the power of celebrities to boost their own brand, but over the past couple years there has been an increasing amount of celebrities flipping the script and using their influence to generate revenue for their own brands. Celebrities are taking their wealth to new levels by using their influence to invest in themselves. **In this blog, Hollywood Branded explores how celebrities are using their own platforms to build their brands and make crazy money.**

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How To Convert Young Consumers Into Customers

By Dumisa Moyo, August 13, 2019 at 9:00 AM

Sorry, Didn't See Your text

Nothing gets the nation talking like a nicely timed election. More specifically, the elections sparked quite a lot of controversy this past year for more reasons than one. A statistic published by Adobe and given exclusively to Adweek stated "Nearly 40 percent of likely voters between the ages of 18 and 37 reported that they hadn't seen any political advertising leading up to the Nov. 6 midterm elections."

Digital ad blockers aside, Gen Z and Millennials are not privy to these linear methods of advertising. Gen Z alone has a total spending power of \$143 billion and on overall spending of almost \$100 billion. Brands need to start examining their advertising strategy if they are want to start engaging with those generations. **In this blog, Hollywood Branded examines how to convert young consumers into customers!**

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How To #33: 4 Steps To Get Branded Video Content Created & Shared

By Stacy Jones, August 12, 2019 at 9:37 AM

Letting Someone Else Create Your Content

Today, one of the best ways to reach a hyper engaged audience is by having your brand be embedded in the social media content your targeted consumer views throughout the day. One option all brands should be exploring is creating their own content – but the reality is what you produce will only be shared within your own social universe.

So what's a brand to do if they want to reach new viewers and potential purchasers? We're going to dive into some of the options you have to achieve this. Such as working with a [blogger](#) develop a relationship with a [social influencer](#), and more. **In this blog, Hollywood Branded shares 4 steps for brands to get branded video content created by someone else and shared beyond their own social media universe - and who our favorite content producers are to work with.**

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And then what? Check out our [Influencer Marketing School](#) which offers courses and certifications for brand and agency marketers on the best practices and strategies to make influencer marketing work.

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