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Hi there,

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

## 4 Key Ingredients Of Branded Content: Trader Joe's Flawless Execution Case Study

By Heather Armel, October 25, 2019 at 9:00 AM

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### Marketing Ingredients, Baked to Perfection

Predictable advertising and in-your-face marketing are a thing of the past. Now more than ever, marketers are challenged with the task of creating engaging, unique content that promotes brand awareness, which has to be subtle enough that the consumer doesn't even realize it's happening. Seems difficult or even impossible, right?

Enter: Trader Joe's. It's not your average grocery store, and its marketing is idolized and studied by other brands hoping to have similar success. **In this blog, Hollywood Branded takes a look at the four (4) key ingredients of branded content, and showcases Trader Joe's seemingly flawless execution of it.**

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## Using Facebook Groups To Build Your Business

By Heather Armel, October 24, 2019 at 9:42 AM

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### Grow With Online Communities

Many people dream of being an online coach and running their own business, but oftentimes that dream stops there simply because they don't know what to do next. The good news is, there are online courses and coaches to help you achieve your business and income goals- people who've made mistakes so you don't have to make the same ones.

Recently, our CEO sat down with someone who helps online coaches make money with Facebook groups and turn their own groups into a cash machine. **In this blog, Hollywood Branded learns how to build your business using Facebook groups, from the expertise of Iryna Shevchenko.**

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## Case Study: Leveraging Influencer Marketing With The Kardashians

By Greg Smith, October 23, 2019 at 9:00 AM

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### The Curious Case of Curated Business

Growing your social presence is perhaps one of the biggest hurdles many brands face when looking to expand their reach on platforms like Instagram. We've seen how fake likes were once a tool used to leverage a brand's clout and how that subsequently backfired for many, if not at least yielded less than what they had originally intended.

How then can brands leverage influencers to grow their presence? The famous and business savvy family the Kardashians demonstrated recently in a fascinating campaign.

**In this blog post, Hollywood Branded examines how brands can leverage influencer marketing with the Kardashians to grow their following and increase awareness.**

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## Rihanna's Fenty x Savage Streamable Fashion Show Turns Heads For All The Right Reasons

By Chelsea Collins, October 22, 2019 at 8:45 AM

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### Is There Anything RiRi Can't Do?

Rihanna is single handedly taking over every major retail industry imaginable. She's the new MAC with her makeup line Fenty Beauty, the new Louis Vuitton with her luxury line Fenty, and now officially the new, and might we add MUCH improved, Victoria's Secret with her lingerie line Fenty x Savage. In the past 2-3 years, we've seen Rihanna take her career from pop superstar to business mogul.

She's finding such prosperity by taking risks and finding new avenues to reach customers. Last month Queen RiRi made everyone's jaws drop again during New York's Fashion Week.

**In this blog, Hollywood Branded examines Rihanna's streamable Fenty x Savage NYFW Show that has everyone talking for all the right reasons.**

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## How To #19: 6 Ways Scary Content Increases Sales

By Stacy Jones, October 21, 2019 at 9:00 AM

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### An Eerily Good Opportunity For Brand Sales

Serial killers, bloody crime scenes, supernatural villains, and other typical components of a scary movie can be frightening, but the idea of having your brand appear as product

placement in horror movies doesn't have to be. And in fact, brands see measurable sales success from horror content partnerships.

While many brands immediately reject the idea of such partnerships, some of the largest brands have realized the benefits, and create comprehensive campaigns to support their product placement exposures. **In this blog, Hollywood Branded discusses the false premise that the negative feelings a viewer experiences while being scared will be transferred to the participating brand - as research proves this is simply not the case. And that high engagement actually occurs.**

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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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