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Hi there,

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

3 Ways To Advertise Brands Through Video Games

By Feng Qiu, April 10, 2020 at 7:15 AM

In Game Advertising Is On The Rise

If you are interested in finding a new platform to expand your brand, video gaming is definitely something you want to explore. Video games, once regarded by people as exclusive to nerds, have gradually become accepted by a very wide audience.

Video gaming has become an event that is competing with Netflix and Disney to earn eyeballs from the general audience. Many brands have already been doing partnerships for years received successes. But the market has shifted as popularity has grown across almost every demographic - from Gen Z all the way through Baby Boomers and beyond. And there are even more opportunities than ever before. **In this blog, Hollywood Branded shares 3 ways to advertise your brand through video games.**

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Using Digital Marketing to Drive Your Business with Ryan Cote

By Greg Smith, April 9, 2020 at 7:00 AM

Breaking Down The Essentials of Digital Marketing

Digital marketing can seem daunting when you consider all the components that go into making a successful campaign. From web design to content marketing, social media, targeted ads and SEO - there is a lot to unpack to successfully navigate this essential medium.

Recently, our CEO, Stacy Jones sat down with a digital marketing expert to discuss the best practices in web design and content marketing. **In this blog, Hollywood Branded explores how brands can better use digital marketing to drive your business from the advice and expertise of Ryan Cote.**

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14 Reasons Why Productions Need To Hire Brand Marketing Strategists

By Stacy Jones, April 8, 2020 at 6:45 AM

Hiring A Brand Strategy Partner

Creating partnerships between brands and TV and film content is not such an easy process. And that difficulty is one of the prime reasons that a production company should hire a brand marketing strategist to become part of their team from day one of pre-production.

One major reason besides assisting in offsetting below the line budget, is to ensure the production team can see the big brand partnership picture, and not leave things on the table (or in the TV series or film) that will hamper their ability to have a brand sponsor come on post-production to assist with marketing the film. **In this blog, Hollywood Branded provides insight to 18 reasons why production companies need to hire a brand marketing strategist to assist with brand partnerships.**

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TikTok Is The Next Big Thing for Brand Marketing

By Rob Hutchins, April 7, 2020 at 11:03 AM

TikTok Is The HOTTEST Social Media Trend!

If you haven't heard of TikTok, it isn't too late! This social media platform is the fastest growing platform of the last year. Its' tremendous growth is making it a powerhouse to compete with Facebook, Snapchat, Instagram, and YouTube.

TikTok is based off users uploading short-formed videos, which are typically as short as 15 seconds in length. This unique design has given social media users another platform to collaborate and market brand products and services. **In this blog, Hollywood Branded shares why TikTok is such a HOT social media platform for marketing and why you need to know about it!**

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How To #30: 8 Step Guide On How Much To Spend On Social Influencer Marketing

By Stacy Jones, April 6, 2020 at 7:15 AM

The Question Asked By Brands & Agencies Alike

75% of brands use influencer marketing. For brands starting to delve into the world of social influencer marketing, there are a lot of unknowns. The idea is exciting but it also can

cause confusion when creating the budget as there are no actual official guidelines - to any of it. Bigger influencers can have big (and we mean BIG) starting base rates. So it's high risk.

And it can be hard to know if it is worth the money, and what exactly you will be getting out of it. Besides of course being on their social media page. **In this blog, Hollywood Branded shares 8 insider tips on how much to spend on social influencers - to make sure you're spending your marketing money wisely.**

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And then what? Check out our [Influencer Marketing School](#) which offers courses and certifications for brand agency marketers on the best practices and strategies to make influencers marketing work. Or give us a shout to talk about your next marketing campaign!

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