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Hi there,

It is FINALLY HERE!!!!!! And boy did that happen quickly! The virtual content marketing summit event our team has been hard at work at since Covid-19 began LAUNCHES THIS TUESDAY!!! We have over 100 speakers participating - 108 in fact - and well over a thousand attendees! Not so bad for our first-ever virtual event.

If you haven't helped us shout about this from the rooftops, we'd really appreciate you putting up a social post, or sharing the event with co-workers. Our goal is to help as many people learn, while giving these awesome thought leaders a well-deserved large audience to benefit from the time and thought put into their presentations. Plus everything is On Demand (except the initial Speaker Q&A -which you can still catch again later in the day!) We've made learning on YOUR schedule more doable. **So sign up now!**

Over 30 Content Playbook sessions will be delivered On Demand – for free, for the duration of the event each day, with scheduled live Q&As scattered throughout. Earn LinkedIn badges to showcase your new knowledge and boost your resume along the way.

Networking opportunities include Coffee Talk and Playbook Endzone Happy Hours with smaller breakout sessions, and the Zen Room which provides a place of respite to process lessons learned. Special events and activities will be held at times throughout the virtual conference event, including an interactive experience where memes will be custom made for attendees by a leading celebrity agency.

We've made it free. It won't take away from your job, as it will actually be helping you improve at it. And we're doing this event in a way that isn't old

So if you haven't...

[CLICK TO REGISTER!!!!](#)

[REGISTER!!!!](#)

[CLICK TO REGISTER!!!!](#)

- Stacy

And now on to our weekly blog recap...

Why U.S. Brands Should Partner With Latinx Musicians

By Gabriela Medina-Toledo, July 31, 2020 at 8:30 AM

Latin Music Has Surpassed Country Music In Popularity

Generation Z, the youngest generation in the U.S., is becoming the most ethnically diverse generation and best educated generation yet. Whether it be pop, trap, or rap, Latin music is rising above and making appearances in the most popular U.S. music genres. Latin music has even become the 5th most popular music genre in the U.S., outshining country and EDM.

Partnering with Latinx celebrities isn't just an aid to target your Latin consumers, but consumers of all backgrounds. Brands that aren't capitalizing on the Latin Music movement are missing out on opportunities for larger viewership, higher engagement reach, and ultimately, a wider range of customers. **In this blog, Hollywood Branded discusses the strength of, and why, brands should be proactively building partnership strategies with Latinx Musicians.**

[Read more »](#)

Generate Better Leads Through LinkedIn with Anthony Blatner

By Greg Smith, July 30, 2020 at 8:00 AM

Linking Up on LinkedIn

As social media is constantly evolving, it can be difficult not only to adapt to new platforms but specifically to maximize their potential. A measure for success might look completely different from one social platform to the next, depending on how you can utilize it to create effective content and build leads.

Recently, our CEO, Stacy Jones sat down with an expert in digital marketing to discuss how companies can experience significant growth by using technology and effective marketing techniques. **In this blog post, Hollywood Branded examines how B2B companies can generate better leads with LinkedIn ads from the expertise of Anthony Blatner of Modern Media.**

[Read more »](#)

Case Study: Pride Partnerships on Instagram

By Alex Ryan, July 29, 2020 at 8:00 AM

Brands Who Know How To Market To LGBTQ

Thousands of people line the streets of major U.S. cities in celebration for their fellow LGBTQ loved ones every June. Except this year, it looked a little different. Pride is a massive, month-long celebration each year that emphasizes, very publicly, the LGBTQ community. This year, the weight was put on influencers and brands to carry pride without the typical events this year as it shifted to a largely digital celebration due to COVID-19.

LGBTQ influencers have become huge role models for the younger generation in the struggle for equality and self acceptance. The fact that brands have the ability to now

partner with these creators in a way that highlights their support is something that changes the way our culture views pride today. **In this blog, Hollywood Branded will be looking into diversity within the LGBTQ community and the ways in which Pride was stayed alive through online brand partnerships.**

[Read more »](#)

Kylie's Kreative Kontent: A Marketing Powerhouse

By Brandon Pike, July 28, 2020 at 6:15 AM

Do You "Keep Up?"

We all know who the Kardashians are. They are not only a name, but a brand, that has been drilled into our heads from their reality show, *Keeping Up With The Kardashians*, as well as through controversies, business ventures, and of course, their social media endeavors.

To some people, the powerful Kardashian and Jenner brands stem from a leaked video in 2007 of Kim, and her then-boyfriend, Ray J. And that's it. There is nothing more. However, I think that the Kardashians are more than just social media and television personalities. They are smart, creative, like-minded, and professional individuals that know how to leverage themselves among other people and create a brand for their name, but also the companies that they endorse and the ones that they found.

Even though all of the sisters have had major success in their industries, one sister stands out among the rest. Kylie Jenner, at just 22-years-old, has created an empire that goes way beyond her celebrity status. **In this blog, Hollywood Branded discusses how Kylie Jenner is able to keep herself, along with her company, trending with her unique and creative marketing strategies.**

[Read more »](#)

And then what? Sign up for our [Marketer's Content Playbook](#) virtual summit!

Our speakers are some of the top thought leaders from the world of brands, agencies, media, influencers and Hollywood, who are giving you the incredible gift of their time, as each and every one of them is speaking to you - for free. Out of their goodness of their hearts. They will be providing phenomenal presentations and conversations to our attendee audience of entrepreneurs, brand and agency marketers, recent graduates and students.

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Hollywood Branded 110 Lomita Street El Segundo CA

310-606-2030 | info@hollywoodbranded.com

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