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Hi there,

Summer is almost over - yet feels like it was never here this year. Hard to believe that you need to start planning for holiday marketing campaigns already! Between social media series, local news segments and influencer marketing campaigns, there are opportunities for brands of every size! Want to brainstorm on ideas? Just send me a message!

We'll be sending out our new "Hot In Hollywood" bi-weekly newsletter starting this week! So if you haven't signed up yet, make sure you do. The email news series provides the newest opportunities for brands to work with streaming, TV, film, music, gaming, digital, events and celebrities - and those coming in the near future. You can [sign up here](#).

Be sure you sign up for our [free](#) monthly Marketer's Content Playbook virtual mini summit series - the next 4 session event will be on September 23rd. [Sign up here](#).

- Stacy

And now on to our weekly blog recap...

6 Steps To Diversify Your Influencer Marketing Campaigns

By Gabriela Medina-Toledo, August 21, 2020 at 7:45 AM

The World Of Influencer Marketing Is Changing

It's no surprise that Influencer Marketing has been criticized for their lack of diversity. As many brands used their voices in support of the Black Lives Matter movement, the industry has evolved into how brands and companies can implement equality and diversity in their campaigns - including their influencer marketing campaigns.

[Read more »](#)

Building a Better Brand with Gary J Nix

By Greg Smith, August 20, 2020 at 8:00 AM

Building Your Brand

Building and creating a brand is a lot of work, involving a comprehensive team and often outside consultants as well. No matter what stage a brand is at, from start to finish, the process of maintaining a brand is never done.

Recently, our CEO Stacy Jones sat down with a fellow expert in marketing and branding to discuss their mutual experience in the field. **In this blog, Hollywood Branded examines essential frameworks for businesses to build a better brand from the expertise of Brandarchist's Gary J. Nix.**

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How Travel Influencers Can Continue Working Without Facing Backlash

By Greg Smith, August 19, 2020 at 7:27 AM

Can COVID Get You Cancelled?

While particularly true in the world of marketing, it is also just great practice in life to always follow the old adage "know your audience." While most influencers and some very prominent members of the TikTok community seem to be struggling to adapt to our current climate.

Travel influencers in particular are having issues with negative feedback as they create content that appears out of touch with the reality of living through a pandemic. **Hollywood Branded examines how travel influencers can continue to keep working without facing backlash.**

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Streaming Services & Staying Relevant in a Redefined Social Spotlight

By Erin Zhang, August 18, 2020 at 12:00 AM

How the Streaming War Has Yielded Unique Branding Tactics

Streaming has become ever so important during quarantine. Bored and hungry consumers love nothing more than having access to premium content right at our growing popularity, consumers are seeing an overwhelming number of platforms to pick from.

As one of the few industries that has seen more attention and demand during these times, there is much to learn from the streaming service industry. Once the shiny brand disappears, how do these streaming platforms firmly establish themselves? **In this blog, Hollywood Branded explains how four streaming platforms are relevant and what brands can learn from them.**

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How To #11 - Six Steps To Safeguard Celebrity Endorsement

By Stacy Jones, August 17, 2020 at 8:00 AM

Get Your Investment's Worth

When investing in a celebrity endorser as part of the marketing plan, it is essential that the brand not only optimize the opportunity with a detailed plan in place but also have the forethought to safeguard against potential blunders that could occur. Because let's face it... things go wrong, and if you don't have a plan on how to keep you are making your job a lot harder.

Celebrities don't partner with brands with the intent to have things purposely go wrong, but we've found there are little missteps along the way that get overlooked in communication and ultimate success. **In this blog, Hollywood Branded shares 6 important steps to take to safeguard your celebrity endorsement.**

[Read more »](#)

And then what? Sign up for the All Pass access to our sessions from our [Marketer's Content Playbook](#) virtual summit!

Speakers who joined the event are some of the top thought leaders from the world of brands, agencies, media, influencers and Hollywood on content marketing and culture partnerships.

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1/11/22, 1:17 AM

Hollywood Branded weekly entertainment marketing blog recap

310-606-2030 | info@hollywoodbranded.com

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