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Hi there,

As marketing teams begin to realize that customers are buying again (thankfully!), we're seeing a big rise again in brands reaching out interested in both product partnerships. I am grateful to say, we ARE seeing productions returning as well, and some of the biggest franchise hit films, like Mission Impossible and John Wick production! If you haven't signed up yet for our new "Hot In Hollywood" bi-weekly newsletter make sure you do. The e-newsletter features the newest Hollywood opportunities for brands to work with. You can [sign up at this link!](#)

Also... 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...

Increase Sales & Brand Recognition With Podcast Advertising

By Greg Smith, August 28, 2020 at 7:14 AM

The Comeback of The Radio Show

It may surprise many brand owners that podcasts have become such a pivotal marketing tool in what is a relatively short time frame. Though now it is hardly a new medium, it suggests that brands should be investing in the medium.

Turn on any podcast and you can hear brands ranging in all sizes from local mom and pop businesses to the likes of Target and Walmart. **In this blog post, Hollywood Branded examines the opportunities for brands to implement podcast advertising to increase sales and brand recognition.**

[Read more »](#)

What to Know When Marketing To Parents with Lindsay Pinchuk

By Greg Smith, August 27, 2020 at 8:00 AM

Mom Knows Best

Marketing to parents is as robust and complex a market as any other in the age of social media of influencers. Parents of today are smarter than ever and weary of them. How then do brands find meaningful ways to connect with parents beyond just making a sale but actually earning their trust?

Recently, our CEO, Stacy Jones sat down with the founder of Bump Club, a community for parents and expecting parents to discuss how the organization started with brands as large as Target. **In this blog, Hollywood Branded examines various forms of social media marketing and helpful tips on how to best use the expertise of the founder of Bump Club, Lindsay Pinchuk.**

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Top Influencer Partnerships With Movies and TV Shows

By Chelsea Collins, August 26, 2020 at 6:16 AM

Productions Need Promo Too!

Many people forget that the release of movies and TV shows is no different than the launch of the latest iPhone or Burger King's newest addition to their menu. It's just as much of a marketing budget, and in the past couple of years, we've seen the networks and studios get just as creative with their advertising, including ad mix.

Knowing that they, too, have to reach these niche audiences, the distributors are no longer banking on a trailer going viral. They have also taken to social media about their premieres and launches. **In this blog, Hollywood Branded explores our top favorite influencer partnerships with movies and TV shows.**

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How To Create A Business As A Content Creator

By Alex Ryan, August 25, 2020 at 7:39 AM

3 Sources Of Revenue For Content Creators...

The COVID-19 pandemic has presented every industry with a surplus of hoops to jump through. When it comes to the domain of artists and creators, there is no world of opportunity.

Content creators have taken over social media and now present brands with a whole new realm of possibilities when it comes to branded content marketing. **In t**
Branded discusses how content creators can successfully market and create revenue for themselves.

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How To #36: An 11 Step Plan To Work With Influencers For Brands

By Stacy Jones, August 24, 2020 at 8:30 AM

A Little Help To Avoid Your Herding Cats Strategy...

So you want to work with influencers. That means you need a plan. This is not a marketing practice that you want to just jump in and out of, or it will prove to l
For brands that make influencer marketing work, they have comprehensive ongoing influencer programs that are worked on around the year, building upon each
post. And here's the thing.

Working with influencers is not easy. This is the very first thing you need to prepare yourself for before starting a plan to incorporate social influencers into your r
campaigns. **In this blog, Hollywood Branded shares eleven actionable steps for a plan to work with influencers for social media brand partnership**

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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
culture partnerships.

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1/11/22, 1:16 AM

Hollywood Branded weekly entertainment marketing blog recap

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