

MARKETING MISTAKES + HOW TO AVOID THEM
PODCAST HOSTED BY STACY JONES

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MARKETER'S CONTENT PLAYBOOK
BY STACY JONES & STACY JONES

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Hi there,

With a year many of us wish we could forget finally coming to an end, I've realized in my rush to get to 2021 that there truly are many things about this year that

I am thankful that:

- Hollywood Branded is thriving and growing in a year where there were no guarantees, thanks to phenomenal clients who rode the waves of production shut and who continued to build their marketing strategies around leveraging the power of Hollywood, celebrities and influencers. And to the new clients who can start their marketing through pandemic-proofed marketing strategies.
- Our team is stronger than ever, where they had to learn to approach business as usual from a different angle, find new ways to get jobs done, while being accountable.
- The teams of interns across our Spring, Summer and Fall semesters that we had the delight in working with, after learning how to create a remote internship many of them provided better training and education than the remote college courses they were now attending.
- The launch of our first virtual marketing summit - The *Marketer's Content Playbook* with 108 speakers across three days. A big thanks to all those who shared their time. It was a gargantuan event to have taken on, and which resulted in being a giant success, and learning event for all.
- Our early adaptation to technology paid off. We were well set up to keep on communicating with Zoom and Slack in place, and the ability to leverage our previous systems like Monday kept things running smoothly. Hats off to all three of those companies as they truly did make our lives much easier.

And thank you to all of you, our readers of this blog, and listeners to my podcast Marketing Mistakes (+ How To Avoid Them). Your comments, feedback and referrals from owners and marketers are so appreciated and welcome. Thank you helping our business thrive.

- Stacy

And now on to our weekly blog recap...

A Brand Guide To Instagram Holiday Beauty Campaigns

By Natalia Pruszek, December 25, 2020 at 6:15 AM

Beauty Brands Leveraging Influencers to Push Sales

The holiday season is in full throttle. Let's be honest... Christmas trees have been decorated since the end of November, the Starbucks holiday menu has inadvertently substitute for water, and the Hallmark Channel's 'Countdown to Christmas' movie marathon is, once again, part of our daily regimen.

It's the 'most wonderful time of the year' and the beauty industry is officially in the spirit. Beauty brands are launching their festive campaigns on Instagram and spot on your Christmas shopping list. **In this blog, Hollywood Branded provides a brand guide to this year's top Instagram holiday beauty campaigns influencers behind them.**

[Read more »](#)

TikTok's Control Over The Music Industry

By Paige Keller, December 23, 2020 at 6:15 AM

The App - Not The 2009 Ke\$ha song

TikTok has become the best platform for emerging music artists to try and gain popularity. Quite often a snippet of a song, new or old, will go viral on TikTok and by millions. The songs that you hear on TikTok are now being played all over the radio stations.

Almost all viral TikTok songs end up on the Billboard Hot 100 Chart which shows how influential it is for music artists. The app is the place to be for old, current, and emerging artists because of the power it holds in the music industry at the moment. **In this blog, Hollywood Branded explores how TikTok is currently controlling the music industry.**

[Read more »](#)

How Kylie Jenner Stole Christmas

By Juliette Roberts, December 22, 2020 at 6:15 AM

The Grinch Who?

Forget the Grinch; Kylie Jenner is the one stealing Christmas this season with the drop of her fifth holiday collection, Kylie x the Grinch. Kylie Cosmetics' newest collection dropped on November 19th and sold out instantly.

This collection is different than anything else Kylie has ever done because this was one of the first times Kylie Cosmetics was seen collaborating with anyone outside the dynasty. **In this blog, Hollywood Branded will dive into the marketing tactics and strategies Kylie Jenner used to make her newest holiday collection.**

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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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