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Hi there,

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

How An Athletic Brand Sports Team Partnership Increases Sales

By Ian Drummond, February 7, 2020 at 8:00 AM

The Right Brand Partnership Helps Both Parties

Athletic brands and sports teams are natural partners. Not only do athletes wear the gear on the field or court, but the fan base wears it to celebrate their passion of their team and favorite players.

Some brands and teams get it right more than others, and how both parties market the partnership directly drives popularity and sales success. **In this blog, Hollywood Branded shares how an athletic brand partnered with a sports team with the goal to achieve massive global increases in sales revenue.**

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Facing Failure And Finding Success

By Heather Armel, February 6, 2020 at 8:53 AM

Learning And Growing

Failure is never fun, but it's a part of life that all of us experience. And since it's basically a guarantee that you will fail at something before you succeed, it's probably worth trying to make the best of it, right? It's easier said than done for sure, but learning how to befriend failure could be your key to success.

Recently, our CEO sat down with someone who knows a thing or two about failure, but was able to turn his mishaps around into something positive. **In this blog, Hollywood Branded learns how facing failure can lead to finding success from the inspiring Miha Matlievski, founder of Fail Coach LLC!**

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A Look At Hollywood Branded In The Media (Q3 2019)

By Stacy Jones, February 5, 2020 at 6:30 AM

A Quarter Of PR For Our Agency July, August + September

2019 was a phenomenal year of press for Hollywood Branded, where I had the pleasure of speaking with over a dozen media outlets in the third quarter about all things pop culture. As an agency, we (of course) love free publicity. But it is more than that. We love helping educate people on the ins and outs, the overall best practices, and the mistakes to avoid along the way to create awesome pop culture marketing strategies.

That way, whether the brand marketer works with our team, another agency or does it in-house, we are able to help provide some guidance and make sure success is found. Our world is not the easiest marketing strategy to successfully pull off, but we also know leveraging pop culture as a marketing tool is one of the best ways you can differentiate your brand, stand out and ultimately that required mecca - drive sales. **In this blog, Hollywood Branded shares top product placement, celebrity and influencer media interviews in Q3 2019 including Bloomberg, Business Insider, CBS News, Fast Company, Hollywood Reporter, InStyle, LA Times, Marketing Dive, MarketWatch and Vox. Let's take a walk down memory lane...**

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Talk Show & News Brand Partnerships For Companies Of All Sizes

By Stacy Jones, February 4, 2020 at 6:30 AM

Here Are 7 Ways To Make A Powerful Message On TV

One of our favorite go-to brand partnerships for our clients is talk shows and entertainment news programming. Why? Because they get the brand on air just so gosh-darn fast, and with amplified exposure – often including verbal mentions, messaging and product beauty shots.

We've done not dozens but hundreds of talk and news show partnerships over the years, and found there to be both positive and negatives that brands need to know about. **In this blog, Hollywood Branded shares 7 ways how brands can leverage talk shows and news programming for brand partnerships no matter the size of your company or brand category.**

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What Brands Need To Know: Popular Influencers Vs. The Average Person

By Tyra Dumont, February 3, 2020 at 11:29 AM

To Go With An Influencer Or A Regular Gal?

With influencer marketing partnerships, brands can receive more exposure, broader publicity, and even create a significant impact on their sales. And that's why over 80% of brands have said they are growing their influencer marketing budgets. But here is the thing to know. Having an influencer with millions of followers will get your brand attention. But, so can the average person with a relate-able story.

For brand managers, regardless if you are marketing your brand using influencers who have massive follower base in the millions (or even 10,000), or working with an ordinary person who may have a few hundred to thousand followers, there are pros and cons to both. **In this blog, Hollywood Branded discusses the pros and cons for brand marketers of working with popular influencers versus the average guy or gal next door.**

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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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