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Hi there,

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

Popeyes' Branded Clothing Line As PR Stunt

By Greg Smith, February 21, 2020 at 10:05 AM

A Pop Or A Flop?

The fast food brand Popeyes had a truly remarkable year in both sales and PR in 2019 and fresh into the start of 2020, they've proven once again that they have no plans of losing their momentum. Their latest PR stunt, inspired by Beyoncé's latest Ivy Park Collection is one for the books!

As many fans noted similarities between the color scheme of both Popeyes branding and the Spring 2020 clothing line, the fast food chicken brand came up with a brilliant idea to capitalize on the two. **In this blog post, Hollywood Branded examines Popeyes' marketing efforts and new clothing line inspired by Beyoncé's Ivy Park's spring collection.**

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3 Qualities To Look For In A Social Influencer

By Stacy Jones, February 20, 2020 at 8:02 AM

It Actually Is Like Rocket Science

Social influencers are fast becoming powerful Internet marketing drivers as well as media-savvy entrepreneurs. They produce niche content, amass a large number of followers, and work with brands to promote relevant products to their audiences. It's a strategy any major brand should have up its sleeve, but despite how simple it sounds, influencer marketing is not always easy to get right.

For one thing, it's not all about social media following. Several other factors will determine whether your campaign is a wasted investment or a mutually beneficial working relationship that will help strengthen your brand. To help you find the best social influencer for your business. **In this blog, Hollywood Branded shares three qualities to look for in a social influencer.**

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Serena Williams & Secret Partner for Gender-Equality

By Paige Brody, February 19, 2020 at 8:59 AM

"All Strength, No Sweat"

Secret, the first antiperspirant brand designed specifically for women, manufactured by Procter & Gamble, is continuing to grow their movement around women and gender-equality. For the past 60 years, Secret has been providing superior odor and wetness protection for women.

They also know and understand the demand for meaningful brands, so they have been closing in on women's empowerment across all their marketing efforts. **In this blog, Hollywood Branded explores the new gender-equality campaign Secret is launching, "All Strength No Sweat" with Serena Williams.**

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8 Steps for Re-Branding Your Social Media

By Katarina Hoffman, February 18, 2020 at 6:15 AM

A Re-Brand Is More Of A Makeover Than A Face Lift

In today's world of digital domination, your business's image is completely controlled by your social media presence. Your aesthetic is what defines your brand to the public. According to Statista, 78% of the U.S. population has at least one form of social media. Outlined below are 8 key steps for re-branding your business's social media. Before undergoing a major re-branding, you have to understand just how much time this is going to take.

It is no longer just posting a photo once a week to your businesses Instagram profile- it's curating creative content to stay relevant. It's summarizing your vision into 240 characters. It's projecting your image on a 1080px x 1080px photo. **In this blog, Hollywood Branded examines eight steps for re-branding your social media and the effect your content has on consumer engagement with your business.**

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The Power Of Influence In YouTube Endorsements

By Anya Salmen, February 17, 2020 at 6:15 AM

Why Brands Partner With YouTube Influencers

Would you sooner trust a recommendation from a long-time friend, or an advertisement on television? An endorsement from someone you trust instills a feeling of confidence and reassurance when it comes to making consumer choices and buying a product.

As Gen Y and Z are two of the most sought after demographics, advertising partnerships with YouTube personalities are one of the most common forms of advertising in today's market. As both demographics are deeply invested in bloggers/influencers, they are most likely to follow suit from the advice and suggestions of these figures. **In this blog post, Hollywood Branded explores the power of influence in YouTube endorsements and why they work so effectively.**

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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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Hollywood Branded 110 Lomita Street El Segundo CA

310-606-2030 | info@hollywoodbranded.com

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