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Hi there,

Have you ever thought about throwing a truly massive virtual event? Nope, I hadn't either. Until one day the realization that Covid-19 was going to be changing the game for some time set in one morning, and that we had more than a handful of interns that were going to need something to do. And so the Marketer's Content Playbook was born to bring awesome insight and how-to advice to brand marketers.

Normally our summer interns have a robust schedule of joining our team on production set visits and shoots, along with Hollywood event activations and premiere parties. This year, they instead are helping to orchestrate a 100+ speaker summit on all things content marketing. And boy are they being kept busy!

The first ever [Marketer's Content Playbook Virtual Summit](#) will be held the first week of August and is a conference we have designed to help brand marketers and their agencies better create content, get advertising right, and leverage pop culture content partnerships.

It is FREE if you [sign up now](#).

And if you happen to know someone who would be a great speaker or panelist (or be interested yourself), send me a note!

- Stacy

And now on to our weekly blog recap...

Why Brands Should Partner With Fitness Influencers

By Juliette Roberts, July 10, 2020 at 6:15 AM

Heavy Lifting On Social Media

The match-up between brands and fitness professionals is a partnership made in heaven. Why? Because people like to see visually appealing content that is creative and unique, and fitness influencers implement all three of those qualities in their social media platforms.

Today, brands have so many opportunities to create new product extensions, and one sure-fire option that is working well for many is to partner with a social media influencer to be not only the face of that brand, but also to have an ownership stake. This is a step

beyond your traditional endorsement or influencer marketing partnership. In fact, it's many steps beyond, and only works for companies who are ready to create stand alone product lines for an influencer to market. **In this blog, Hollywood Branded shares how three fitness influencers have created successful self-owned product lines, and why brands should consider creating this next level influencer stakeholder endorsement opportunity.**

[Read more »](#)

Sharing Your Brand Story with Jude Charles

By Greg Smith, July 9, 2020 at 11:50 AM

Content Is Everything

Content creation is everything. It's the social posts your brand makes, the tv shows it appears in, the blogs your company releases for SEO purposes - it is the very life force of brand marketing in 2020. Understanding how to create meaningful and effective content cannot be underestimated.

Recently, our CEO Stacy Jones sat down with filmmaker and brand strategist, Jude Charles. **In this blog, Hollywood Branded examines the most effective ways of sharing your brand story from the expertise of Jude Charles.**

[Read more »](#)

Tops Brand Partnership We've Seen During COVID-19

By Chelsea Collins, July 8, 2020 at 6:15 AM

When A Pandemic Forces Marketing In A New Direction

Whether your company took one of the worst hits of its life, or you were one of the lucky few to have a thriving industry (at home workout equipment, anyone??), coronavirus turned pretty much every company on its head. Whether it was an irrecoverable hit to sales, an overwhelming spike in your dating app's traffic, or just the transition from water cooler chats to Zoom calls, we all felt a shift.

As jarring as it has been for some, this global pandemic forced brand marketers to revisit partnerships in a new way. **In this blog, Hollywood Branded examines the top brand partnerships we've seen come out of COVID-19.**

[Read more »](#)

Social Influencer Marketing with Surfers and Surf Culture

By Hayden Patrick Simpson, July 7, 2020 at 6:15 AM

The Soul Surfer as an Influencer for Your Brand

Choosing the right social influencer can be a tough task because their persona has to align precisely with your brand's image and attract a specific target audience. Not to mention, their actions are a direct reflection of your brand's reputation. Despite these obstacles, social influencing has become an explosive source for marketing products to larger audiences, instilling desired brand images and generating sales.

With so many types of influencers, media channels, and content platforms, choosing the right influencer for your company's goal becomes a complicated task. With this in mind, one common source of influencer marketing is rooted in the beauties of surf culture and may fit harmoniously with your brand. **In this blog, Hollywood Branded will classify one type of social influencer, The Soul Surfer, and discuss their value in reaching niche audiences, spreading brand awareness and driving sales.**

[Read more »](#)

Covid-19 Marketing: The Entertainment Industry Is Not Dead

By Alexa Mancilla, July 6, 2020 at 7:45 AM

Putting A Pause On The Entertainment Industry

COVID-19 has ensured that people across the globe are stuck inside for the unforeseeable future. While it is, by no means, an ideal way to spend time, many companies are finding new and different ways to entertain the public during the pandemic.

From eSports to TV reunions for charity, the entertainment industry may be struggling, but COVID-19 has given brands and companies an opportunity to stretch their creativity to find new ways to interact with consumers. **In this blog, Hollywood Branded shares some of the agency's best blog posts on the entertainment industry during the COVID-19 crisis.**

[Read more »](#)

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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