



Virtual Summit!

THE MARKETER'S CONTENT PLAYBOOK VIRTUAL SUMMIT
Join hundreds of fellow marketers at this massive content marketing event designed to inspire and empower you with know-how and ideas.

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LIVE! ON AUGUST 4TH, 5TH, 6TH 2020

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Hi there,

We are only two weeks away and counting for the kickoff of our upcoming Marketer's Content Playbook virtual summit! One of the three tracks we are offering is specifically geared towards all things pop culture partnerships, and we have some awesome thought leaders joining!

Go ahead and register today [here](#). It's FREE. We made it a no-brainer. But we will be over-capacity if you don't sign up soon, and sessions will get locked out.

Each content playbook session is being led by an expert on the marketing topic presented, to help you make it through these turbulent times of Covid-19, social justice reform and good 'ole politics just around the corner.

- **Gary Moore** is going to share how he has led Dell's product placement initiatives, making them the #1 PC seen in entertainment across film, TV and streaming.
- You can learn how to leverage other people's podcasts to build your brand from **Danielle Desir** of WOC Podcasters.
- **Dominic Artzrouni** from Concave Brand Tracking will be discussing how to measure and determine the valuation of your on screen product placement.
- The director of digital strategy at Cornett, **Jason Falls** will be discussing how brands should be reframing influencer marketing.
- And Verve Search's design team lead **Jazmin Batisti** is going to be sharing how every brand can use games to grab more attention.

And, oh... 100 other experts sharing how YOU can be doing all of this - and more - better too.

So come and join in the fun! We have 3 days chock-full of incredible insights to learn from, that you can start putting in use within your content marketing playbook immediately!

Starting August 4th – 6th we will have these and over **100 other awesome thought leaders** will be **presenting over 50 hours of mind blowing must-know marketing insights** on how to build content, get it seen, and leverage other people and content to help you build your brand. And if you miss a live session, don't worry – every presentation will be available for the next two years with our **All Access Pass** which you can [get at a 60% discount right now](#). Once the event starts, that discount goes away. So, hurry up and sign up. :)

- Stacy

And now on to our weekly blog recap...

Massive Marketing Virtual Summit: The Marketer's Content Playbook

By Stacy Jones, July 26, 2020 at 7:14 PM

Hollywood Branded Announces Inaugural Virtual Content Marketing Summit

I'm proud to share that we have launched a new division at Hollywood Branded, the **Marketer's Content Playbook**, centered on expanding our footprint in educational growth for entrepreneurs, brands and agency marketers. We've designed the conference to provide brand marketers and agencies with the tools to create more effective and impactful marketing content. We've even made admission free to attend. This virtual event will take place from Tuesday, August 4th through Thursday August 6th, 2020 and there will be an option to access each speaker's presentation along with transcripts and DIY content playbook guides after the event through our agency's class and certification website: [Learn.HollywoodBranded.com](https://www.learn.hollywoodbranded.com).

This online summit offers presentations centered around the topic of *How To Do Content Marketing – Better*. The 3-day event lineup includes over 100 thought leaders from the world of brands, agencies, media, influencers and Hollywood who will provide insights to recharge brand marketers and help them better address today's difficult marketing climate during this global pandemic as well as how to participate in conversations during this powerful time of social reform. Attendees will be able to build their own Content Marketing Playbook by choosing from over 50 hours of presentations, case study discussions, panels and workshops on how to create better content, generate effective advertising, and leverage pop culture partnerships. **In this blog, learn more from Hollywood Branded about why you as an entrepreneur, agency and brand marketer, or marketing student need to attend this massive yearly virtual event!**

[Read more »](#)

30 Upcoming Diverse Productions Your Brand Should Partner With

By Allie Duke, July 24, 2020 at 2:48 PM

Why Inclusive Marketing is Important and Beneficial

Hollywood is changing and diversity is finally making its way into the entertainment business more prominently. With diversity issues being brought back to the forefront of political news, it is important for brands to know how to not just navigate this new marketing climate, but to help drive being a voice of change. And one of the ways brands can help, while also getting tremendous marketing value, is to support content created by and starring diverse talent.

Product placement in television and movies is a phenomenal way to partner with productions and is time and time again proven to provide a financial boom to the brands who make this part of their marketing planning. Not only is promoting diversity on screen

beneficial to a company's reputation, it is essential to breaking down systematic racist oppression in the United States. But how can brands pull this off successfully if they've never done it before? **In this blog, Hollywood Branded dives into the history of diversity on screen and the marketing plans supporting it, and provides a list of 30 upcoming production partnerships your brand should consider supporting through product placement partnerships and strategic cross-promotions.**

[Read more »](#)

The Importance of Developing A Systemized Process with Alison Vidotto

By Greg Smith, July 23, 2020 at 8:00 AM

Planning For Success

Every business starts with the next big idea - but the real skill lies in executing it properly. As many business owners can attest to, developing and sustaining a plan of action is crucial. And while this step is pivotal to success, it may be completely irrelevant to the concept of your business, though it can your success.

Our CEO, Stacy Jones sat down with an expert at developing processes for success and consulting with other businesses to discuss what business owners can do to whether the storm and come out on top. **In this blog post, Hollywood Branded examines how to develop systemized processes to strategically run your businesses from the advice and expertise of Push! Business Training and Mentoring Group's Alison Vidotto.**

[Read more »](#)

NCAA College Athletes As Influencers

By Marina Mocerri, July 22, 2020 at 6:30 AM

Exploring Business Opportunities As College Athletes Enter The World of Brand Partnerships

For the first time ever, the National Collegiate Athletic Association (NCAA) is implementing new policies that will change the basis of sports marketing. As college athletes gain the ability to engage in partnerships, promotions, and endorsements, brands will have to pivot the way they attract the college demographic. Student athletes have the opportunity to capitalize on their career and bring another dimension to college sports.

Whether it be high potential earnings, localized influencer campaigns, or an increase in competition; there are many beneficial aspects for brands, consumers, and athletes alike. **In this blog, Hollywood Branded explores new and upcoming business opportunities as collegiate athletes are able to enter into brand partnerships and influencer marketing.**

[Read more »](#)

8 Celebrities and Their Fitness Lines

By Juliette Roberts, July 21, 2020 at 8:50 AM

Why Celebrity Fitness Lines Sell

In our culture today, when there is a trending show, diet, or even Tik Tok dance... most people want to hop on the train and ride along. More prominently, when a celebrity publicizes the trend, it spreads even faster and more people are inclined to participate.

Proactive brands and stars have caught wind of this pattern and instead of just endorsing a celebrity to represent them, an extension in the celebrity's name is either created or a business is built from the ground up, starring that personality. Stars in this day and age are proving that they are more than a one-trick pony and are taking on entrepreneurial ventures that have proven to be very successful. **In this blog, Hollywood Branded takes a look at 8 celebrities who have created their own fitness product line or who have their very own extension as part of an existing brand.**

[Read more »](#)

And then what? Sign up for our [Marketer's Content Playbook](#) virtual summit!

Our speakers are some of the top thought leaders from the world of brands, agencies, media, influencers and Hollywood, who are giving you the incredible gift of their time, as each and every one of them is speaking to you - for free. Out of their goodness of their hearts. They will be providing phenomenal presentations and conversations to our attendee audience of entrepreneurs, brand and agency marketers, recent graduates and students.

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