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Hi there,

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

The Surreal World of St. Vincent Brand Partnerships

By Greg Smith, March 13, 2020 at 6:27 AM

Brand Seduction

"I make a living telling people what they want to hear." - a lyric from the indie rock artist, St. Vincent, in a song that is now almost ten years old. Interestingly that line is more true than ever as she has slowly shifted deep into the world of brand partnerships over the course of the last year. While the genre of indie rock historically suggests a sense of breaking away from corporatism, St. Vincent is not by a long stretch one of the first musicians to partner with brands.

Her strategic choice of which brands she has chosen to work with are always, for lack of a better term, on brand and indicative of exactly who she is as an artist. **In this blog post, Hollywood Branded takes a look at the brand partnerships of alternative indie rock artist St. Vincent.**

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Creating Audience Rapport in Content Marketing

By Heather Armel, March 12, 2020 at 11:55 AM

A Bridging Of Cultures

If a friend of yours wants you to come to an event with them, and they you how much it would benefit them if you came along, you wouldn't really be convinced, would you? The same concept is even more true when it is a company trying to sell you something. Too often, companies forget that it is a mutually beneficial when it comes to selling solutions.

Recently, our CEO sat down with someone who understands this concept better than most. **In this blog, Hollywood Branded learns about building rapport and creating an audience in content marketing from the expertise of Don Simkovich, CEO of SoCal Content Marketing & Media!**

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Hollywood Branded In The Media February 2020

By Stacy Jones, March 10, 2020 at 11:56 AM

Hollywood Branded PR In February

As an agency, we 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. Because quite frankly - it's 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 February including Insider, InStyle, Showbiz Cheatsheet, Yahoo News.**

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How To #7: 5 Steps To Tell If An Influencer Has Fake Instagram Followers

By Stacy Jones, March 9, 2020 at 10:18 AM

Protecting Your Brand From Instagram Deceivers

The power of Instagram influencer partnerships has been proven to impact brand sales. A simple post featuring a product and a few carefully chosen words and hashtags can lead to thousands of sales overnight. But choosing your Instagram influencer partner isn't as easy as just seeing who has the biggest fan base, as even on this platform fake followers can be bought!

Sometimes it's easy to see that the follower base is comprised of fake accounts - but other times, a little more insight is needed to avoid partnering with fake Instagram influencer fan bases. **In this blog, Hollywood Branded shares 5 simple steps to help you find out if an influencer has fake Instagram followers, so you can get the most bang for your buck!**

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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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