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Hi there,

Here's your weekly roundup of our latest and greatest marketing posts! We hope you are staying safe, sane and healthy. Productions will be gearing up shortly, and influencers have kept on creating content. Shoot me an email and we can schedule time to chat if you want to discuss the 2020 Q3 and Q4 pop culture marketing landscape.

And now on to our weekly blog recap...

Auto Brands Pump Brakes But Don't Stop Advertising During COVID-19

By Ian Drummond, May 8, 2020 at 6:45 AM

The Most Comprehensive Overview Of Car Advertising During The Coronavirus Pandemic

One of the top questions on the minds of many marketers: How do we pivot? Is it insensitive for companies to advertise right now when so many potential customers have been negatively impacted by the rapid spread of this Coronavirus and the effect it has had on the economy?

How to advertise in such a sensitive time is a major issue for almost every brand category. And one of the biggest industries in the United States has stepped up in figuring it out. **In this blog, Hollywood Branded looks at how auto brands have crafted commercials with messaging that continues to promote their brands while not appearing insensitive to the crisis going on around them.**

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Generating Content During COVID-19 with Harry Lowell

By Greg Smith, May 7, 2020 at 9:30 AM

Lights... Camera... COVID?

During COVID-19, everything has changed over night for every industry. As many people are relying on streaming and digital content now more than ever, it poses the question of what impact this pandemic will have on the entertainment industry.

In fact as an entertainment agency, we have more of horse in this race than other businesses. Recently, our CEO sat down with the owner of a production company that

spoke with us about ways in which some production work has continued. **In this blog, Hollywood Branded learns how production companies are managing to continue creating content from the expertise of Harry Lowell of NiteLite Pictures.**

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3 Tips To Become Successful Affiliate Marketing Partners

By Ryan Ge, May 6, 2020 at 6:30 AM

A Win-Win Situation For Your Business

Are you currently stressed with the COVID-19 situation and have some extra time on your hands? Do you want to start your own business and make a fortune even without much knowledge about the current industry? Or do you currently own a brand but have no idea how to successfully promote it?

Well... then we have something for you! If you want to take full use of the time you have right now, not waste time hanging out in your house or bedroom and at the same time start to make a (small) fortune... then it is time to get to know about affiliate marketing. And it is far less salesy than this already sounded. **In this blog, Hollywood Branded explores the power of affiliate marketing, why it works for every business, and provides three tips for individuals and brands to become successful affiliate marketing partners.**

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A Quick Guide to TikTok

By Edelyn Mansur, May 5, 2020 at 7:07 AM

What You Need To Know To Make The Social Platform Work For You

One of the most important concepts in marketing is to be present where your target audience is, and if you are a brand targeting generation Z, TikTok is where you want to be right now. T

ikTok is outpacing both Facebook and Instagram in app downloads, and has been gaining massive popularity - especially with users under 24 years old. **In this blog, Hollywood Branded shares a quick guide to TikTok to make the social platform work for you.**

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How To #2: 8 Steps To Invite A Celebrity To Your Event, Without Breaking The Bank

By Stacy Jones, May 4, 2020 at 2:13 PM

The Successful Celebrity Event

When brands throw parties, trade show or brand launch events, one of the best ways to grab media attention is to have celebrities attend, but safeguards are needed. Things go awry and the fact is most high caliber celebrities don't attend for free, no matter how awesome the brand is, which is extremely costly to the brand.

Not only do these celebrities not attend for free -- you need to negotiate every single thing up front. Forget to ask for a social post? Need a CEO meet and greet? Need them there for a photoshoot? Spend more in the long run. **In this blog, Hollywood Branded provides 8 steps to inviting a celebrity to your event and insight into what steps a brand manager needs to take to not sabotage the partnership, ensuring that the brand gets everything they need from the celebrity endorser experience.**

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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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