

MARKETING MISTAKES + HOW TO AVOID THEM
PODCAST HOSTED BY STACY JONES

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MARKETER'S CONTENT PLAYBOOK
BY STACY JONES

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Hi there,

I am sure for you as well, this year has felt like days have just blended together into weeks, and all of a sudden, SURPRISE! the holidays are literally right around the corner. Holidays may not be exactly full of family traditions of get togethers this year except through Zoom screens and Facetime chats, they still are a time of celebration for gifts galore.

One of the more popular brand partnerships this time of year are talk show holiday gift guides, as they provide not only heightened product shots, but also verbal live in-studio audiences, this is one opportunity that still does exist, and our agency has been diving in deep to uncover all the opportunities that are available to clients - at every price tag under the sun. So if you are interested in Ellen or Kelly Clarkson, Live with Kelly and Ryan or The View... or any of a dozen others - or morning news - shoot me a note, and we can walk through the opportunities that offer the best fits for your brand, to help make sure you stay top of mind and ahead of competition.

- Stacy

And now on to our weekly blog recap...

The Appeal Of TikTok's D'Amelio Family To Brands

By Paige Keller, November 6, 2020 at 5:34 AM

How The Small Town Family Became Big Time in Hollywood

There is no doubt that Charli D'Amelio is on her way to becoming one of the biggest celebrities. Gaining popularity from TikTok, a relatively new platform, there is no doubt it comes to brand partnerships. With Charli's consistency and high audience engagement, any brand would be lucky to partner with her.

Not only has she excelled in her own individual fame, Charli D'Amelio has brought her entire family into the spotlight. The D'Amelio family have branched out in new areas of content and have worked with countless brands. **In this blog, Hollywood Branded explores how Charli D'Amelio and her family rose to fame and the impact within and outside of TikTok.**

[Read more »](#)

Measuring and Valuing Product Placement with Dominic Artzrouni

By Greg Smith, November 5, 2020 at 10:21 AM

Placing Your Brand For Success

Brands approach company often for looking for ways to increase their brand awareness through product placement. One thing that we discuss in our reporting is the importance of our work - a crucial part of evaluating our own success!

Recently, our CEO Stacy Jones sat down with Dominic Artzrouni and the two discuss their respective experience in product placement and why it is important for the right context. **In this blog, Hollywood Branded learns how to measure the value of product placement from the expertise of Concave Brand Tracking.**

[Read more »](#)

How The Expansion Of Video Game Fan Demographics Drives Sales

By Kitty Zhao, November 4, 2020 at 7:38 AM

Insights For Brands On The Power Of Gaming

Who do you usually think of when it comes to video game fans? For a long time in the past, many people associate the majority of the video gaming community with people who can't stay off their consoles. However, as technology advances, the development of video games and its devices have attracted increasing attention from various demographics.

From the traditional Call of Duty series to Candy Crush for older generations, video games are on its way to widen its audience pool. **In this blog, Hollywood Branded explores it's time for gaming brands to explore the complete view of player variety, and how that factors into their gaming production and marketing.**

[Read more »](#)

Power of Zoom - How Companies Can Best Utilize This Powerhouse Tool

By Allie Duke, November 3, 2020 at 7:39 AM

How Your Company Can Best Utilize This Powerhouse Tool

COVID-19 has turned our professional lives upside down, and we've seen a rise in virtual substitutions for in-person meetings. From billion-dollar tech companies, it seems everyone is relying on Zoom. The Skype-like video platform now offers lots of features and tools for professionals.

In addition to its functional properties, Zoom can also be a powerful marketing tool for your company. There are many ways you can increase sales, create a social media presence, and advertise your company name. **In this blog, Hollywood Branded will go into how you can use Zoom to benefit your company online and in-house.**

[Read more »](#)

And then what? Sign up for the All Pass access to our sessions from our [Marketer's Content Playbook](#) virtual summit!

Speakers who joined the event are some of the top thought leaders from the world of brands, agencies, media, influencers and Hollywood on content marketing culture partnerships.

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1/11/22, 12:51 AM

Hollywood Branded weekly entertainment marketing blog recap

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