

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,

With Thanksgiving this week, not only are there tree lots and outdoor lights abounding, streaming and TV channels filled with Christmas and holiday cheer - our social media feeds are filled with ads for Black Friday. Brands have the next 5 weeks to make sales, in a very difficult year for many. If your brand is trying to figure out how to get the most out of this season, keep in mind influencer marketing as well as talk show gift guides - and give our team a shout if you need some thought starters or help.

For a DIY idea, take a look at what assets you, yourself control - like your social media platforms. I'm on a new couch hunt and spending a lot of time on websites. I recently came across a really well done social media contest by Pottery Barn, with an advent countdown calendar, where fans who tag 2 friends can win. The color aesthetic is so chic and they promote not just their own products, but also strategic brand partners with other companies like they did with Day 4 Sugarfina and Day 9 Cowgirl Creamery making it interesting (and cool) too. And on that note - what's YOUR company's (or your own!) most fun thing to do for the holiday? Give me a shout - I'm making a list.

- Stacy

And now on to our weekly blog recap...

Hollywood Branded In The Media August & September 2020

By Alexa Mancilla, November 20, 2020 at 6:15 AM

Celebrity Branding + PR For Our Agency

As an agency, we (of course) 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 right 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 achieved. 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 get 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 August and September 2020 including Consult, and AdWeek. Let's take a walk down memory lane...

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Busting Through Your Beliefs with Kimberly Hambrick

By Greg Smith, November 19, 2020 at 4:46 PM

Breaking Through The BS

Self-doubt is one of the most difficult hurdles to conquer both personally and professionally. We often hear about the saying that it's all the things that people don't do that they regret as they approach the end, not the things they tried and failed at. Knowing that this issue is one that resonates with all of us on such a deep and profound level is one to tackle.

So tough in fact, that people are encouraged to hire coaches to help them overcome their battle with self-doubt to truly unlock their potential. Recently, our CEO reached out to an expert to discuss her experience in helping her clients achieve their potential and overcome their issues with self-doubt. **In this blog, Hollywood Branded learns how to create a growth plan and bust through your beliefs that are holding you back, from the expertise of Dr. Kimberly Hambrick.**

[Read more »](#)

The Importance Of Aligning Your Brand With The Right Social Influencer

By Natalia Pruszek, November 18, 2020 at 6:15 AM

Case Studies Of 2 Brands: One Who Did It Right, One Wrong

The power of virtual communication continues to prove itself effective in 2020, *especially* amidst the global pandemic. As we scroll through our daily Instagram simultaneously exposed to thousands of advertisements – all with the *ultimate* intent to motivate consumers' purchasing decisions.

Every brand aims to diversify themselves from others by utilizing celebrities and social media stars to push their campaign to STAND OUT. How exactly do brand partnerships sway the consumption choices we make? **In this blog, Hollywood Branded dives into the components of two case studies and shares how brand-influencer marketing from shared values and target audiences.**

[Read more »](#)

4 Top Crocs Celebrity Partnerships

By Chelsea Collins, November 17, 2020 at 6:45 AM

Who Made Crocs Cool

Once exclusively the shoe of nurses everywhere, Crocs' marketing team has done a phenomenal job of making the foam clog shoes a staple for Gen-Zenials ever since. Through strategic influencer and brand partnerships, this boost in popularity was mainly done with the help of some really strong and eclectic celebrity partnerships.

Crocs' choice of celebrities provides an incredible range of people, hitting demographics that span all ages and genders. **In this blog, Hollywood Branded shares four of the top Crocs celebrity partnerships with Ruby Rose, Luke Combs, Post Malone, and Justin Bieber.**

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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 and culture partnerships.

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