

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

EXPERTS BRANDED
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MARKETER'S CONTENT PLAYBOOK
BY STACY JONES

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Hi there,

Music videos are one of those marketing tactics that brands either really get - and love love love, or think are a total waste of time.

If your brand is targeting a younger demographic, and by that I mean anyone really under 35ish years old (even older do watch too!) - a music video partnership is an incredible product placement integration opportunity. There are so many different types of music genres, you can find a matching consumer target (and artist) for your brand.

What I like about music videos is that you:

- Get front and center insert guaranteed logo exposure that is typically storyboarded out - so you can see exactly when and where that placement is going to be.
- They are also fast so you get on-air quickly (ok this is the good and the bad - more on that in a moment).
- Are incredibly affordable when considering a comparison between a CPM for any other sort of advertising. Videos can be seen by over 5 million people in just 30 seconds. They can reach 30 million or more impressions with A list artists. All for less than the cost of 1 primetime TV ad.
- Plus you can often negotiate really cool music artist social media posts to help call attention to the partnership. Who doesn't like social media content and engagement?
- They work for brands of any size. There are music artist talent at every level - so there are options at that \$10k range all the way up to \$250k+. Emerging talent is often more affordable and can be extremely strong advocates and supporters for brands, and smart brands who support early on can grow with the artist.

What I don't like about them is that they require brands to be able to jump through hoops of approvals without a lot of advanced warning. The music industry has become a broken beast that lacks organization. How an artist can all of a sudden pull together a music treatment with a director and start shooting is unfathomable for many - but it is what happens time and time again. So there isn't always a lot of lead time to decide if it is a great opportunity. Which means brands are often lacking awesome brand partners because of that fast turnaround. But if you ARE a brand that can make a swift decision, those last minute opportunities can be incredible. We usually tell our clients to create a slush bucket fund with the plan for music videos - it allows for some fast wins when they do so.

Keep in mind that if you want to extend that partnership through licensing for retail, digital or in an ad, look forward to a world of total confusion when it comes to rights. There are a lot of people who get paid, and not exactly an easy system to go about building the partnership as there is the record label + publisher + sync agent separately quoting fees - without necessarily having a sound strategy built while doing so.

But when you DO find a way to make these partnerships work, brands can get massive awareness, literally overnight. Just keep in mind - there are no easy rates for product placement in film and TV/streaming - completely dependent upon the artist and the opportunity.

If music partnerships intrigue you - reach out and we can chat more about the pro's and con's and little tricks that can make these a win for your team!!

- Stacy

And now on to our weekly blog recap...

What Characteristics to Look for When Hiring an Influencer

By Tatum Dahl, October 16, 2020 at 7:45 AM

Has Your Brand Hired The Right Content Creator For The Job?

Despite the immense setbacks that the COVID-19 pandemic has caused industries worldwide, the world of influencer marketing continues to thrive. Where other industries have experienced a screeching halt, the internet is busier than before.

Today, now more than ever, companies are scrapping traditional forms of advertising and marketing as they establish influencer marketing programs and similar content. But how do brands know what to look for in a potential spokesperson? **In this blog, Hollywood Branded discusses 3 major characteristics that brands should look for when deciding whether or not to hire an influencer.**

[Read more »](#)

How Marketers Can Use Software Automation with Will Christensen

By Greg Smith, October 15, 2020 at 2:45 PM

Automating Your Success

Automation sounds like a term of the future, when really it's one of the present. Though some businesses hesitate to embrace the technology and others fear it will replace them, automation is - it simply maximizes efficiency.

Recently, our CEO, Stacy Jones sat down with an expert in the field of automation to discuss the function automation plays in marketing, when and how it what you need to know for the future. **In this blog, Hollywood Branded learns how to drive your business through automation from the expertise of the founder of DataAutomation.**

[Read more »](#)

Travis Scott's Top Brand Partnerships

By Chelsea Collins, October 14, 2020 at 6:45 AM

Is Travis Scott America's New Sweetheart?

Travis Scott is easily one of the world's most successful music artists right now. Over the past six years fans have watched his songs fly up the charts, selling off the shelves, and his tours rack in over \$50MM. And despite some controversial lyrics, his incredible popularity has not been lost on him. He's been smart to capitalize on the brand he's built for himself.

Something that is incredibly impressive is the sheer range of brand categories Scott has helped build success with. Don't believe us? Take a read. **In this blog, Hollywood Branded explores Travis Scott's Top Brand Partnerships.**

[Read more »](#)

How To Get Your Team To Blog

By Stacy Jones, October 13, 2020 at 6:51 AM

Pulling Teeth Could Be More Fun (But We've Made It Easy)

Our agency blogs. Every week. Including holidays and during our busiest times of the year (which seems to be always). It is the primary way how we approach our clients. We've been doing it since 2012, and it's gotten us a lot of client leads and business.

But does that mean it is easy? And that everyone on our team rushes to turn in their blogs so we have a ton of content? I wish. In fact, getting blogs written is not easy, but we've finally managed to make it so core to the culture of our company, that it is a task that everyone participates in. Literally everyone, except the office dogs. At our company, through all of our employee team members to even our interns blogs are written. **In this blog, Hollywood Branded explains how to get your team to blog and the importance of doing so for marketing your company.**

[Read more »](#)

A Brand Guide To Kendall Jenner Instagram Posts

By Alexa Mancilla, October 12, 2020 at 7:15 AM

Brands Who Have Partnered With Kendall Jenner

The eldest Jenner has been quite busy on social media. And seeing as Kendall is always picture perfect, she is the absolute best candidate for Instagram sponsorships. From her first rodeo; she knows what she's doing with ads.

Kendall has been smart with her brand choices by choosing: clothing, beauty, and jewelry sponsorships - which is the best bet for a fashion icon like herself. And through her partnerships, as she earns over [\\$16 million](#) a year from Instagram ad posts, alone. **In this blog, Hollywood Branded provides a brand guide to Kendall Jenner Instagram posts and shares examples of these fee-based posts for brands to learn from.**

[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 and culture partnerships.

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