

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

EXPERTS BRANDED  
A DIVISION OF HOLLYWOOD BRANDED

MARKETER'S CONTENT PLAYBOOK  
REVEAL THE SECRETS OF SUCCESS  
POWERED BY HOLLYWOOD BRANDED

HB  
HOLLYWOOD BRANDED

AS SEEN FEATURED IN

Forbes THE Sun Entrepreneur 50m INSIDE WALL STREET JOURNAL REUTERS Bof Bloomberg Evening Standard

JOIN OVER 2,000+ MARKETERS

INFLUENCER MARKETING SCHOOL

Where Marketers Learn How To Increase Sales Through Pop Culture + Content Partnerships

LEARN.HOLLYWOODBRANDED.COM

Listen To Our Latest Episode → | Request A Call →

Hi there,

Sometimes life throws you some doozies - like we're all experiencing with Covid-19 right now. Or how my week started with a limb the size of most other people backyard, an intern falling for a cyber gift card scam (tell your team members to not fall for this... trust me, so so many people do with the BEST of intentions all wanting to please), and wrapped up with a broken water main down the street leading to a river in our garage. Plus you know, a dozen other things that were just wrong. So so many things...

Whether or not I went into the week believing in the power of Mercury Retrograde, which we are in right now... I have to say, there are some things that make you now I'm looking forward to Nov 3rd not just because political ads will no longer be so overwhelming, but it is when Mercury corrects its path. Plus by then I'll have as it is being cleared out by a company due to water damage. On the plus side, we'll finally be able to park a car in there! And after all of that happening, and even thousands of scripts and can pretty much tell you the plot points of anything within just a few minutes of watching it - all I wanted to do was snuggle into my wine, and veg out watching some TV shows and a movie. And I bet you are like me.

Because Hollywood content helps you escape your reality, and allows you to check out for just a little while. All of that content also has real world brands baked into brand marketers who understand the power of connecting through product placement with avidly watching consumers. My belief is that brands help make the stories they tell just real enough, that it keeps you in a fictional world of relaxation. Relax you say? How can a brand help you relax?

You identify characters' stature and who they are by the brands they drive, eat, wear, hold or talk about. Plus if that bottle in some guy's hand says "beer" instead of you a not so pleasant jolt and brings you back to the realization that you are watching something versus living in it for the moment.

If you are ever interested in learning how you can leverage product placement like these other smart brand marketers I'm talking about have - drop me a line!

- Stacy

And now on to our weekly blog recap...

## TikTok Should Be Your Next Social Media Marketing Strategy

By Joshua Woodbeck, October 23, 2020 at 8:15 AM

### What You Need To Know

Have you heard your friends, kids, co-workers, or even your parents talk about getting famous on TikTok recently? Or have you been seeing Fleetwood Mac and Ocean Spray all over TikTok's commercials and wondering what that is about? Well, it's a great example of what TikTok can do for a brand to make it go viral. With over [30 million monthly active users](#), individuals or brands can become a global

If your company is not taking advantage over the TikTok buzz, you are missing out on potential customers. **In this blog, Hollywood Branded explores multiple companies and brands that are using TikTok, and shares how they are leveraging their social media to reach millions of consumers.**

[Read more »](#)

## Creating a Content Strategy for Your Brand with Kristin Bryan

By Greg Smith, October 22, 2020 at 12:53 PM

### Cooking Up Content

Content creation is the backbone of all marketing strategies. It's what we watch on Youtube, the posts we like on Instagram, the ads we watch on TV, everything and so much more. In order to succeed, every brand must have a strong content strategy. But how do you streamline all this in a way that's effective and resonates with your audience?

Recently, our CEO Stacy Jones sat down with Kristin Bryan, a marketing expert who launched her own company with her sister that has partnered with major brands for content creation. **In this blog, Hollywood Branded examines the importance of content strategy and how it can drive your brand from the expertise of The Bryan.**

[Read more »](#)

## Implementing Efficient Influencer Marketing Strategies for Your Brand

By Madison Linville, October 21, 2020 at 6:30 AM

### How Do You Know Who's Right For Your Brand?

More brands are turning to influencer marketing to help gain awareness and increase sales for their products. Why are they using this tool? It's effective and it pr if you implement a strategy that closely aligns with your brand's goals and values.

Building a trusted relationship with your influencer can be a valuable experience for both parties, but you both should have the same values in mind. Find an influ brand identity and has a strong authority over their audience. **In this blog, Hollywood Branded shares how your brand can utilize an efficient influencer and determine who most closely aligns with your brand's goals and identity.**

[Read more »](#)

## 5 Step Guide: How A Strategic Partnership Works

By Sasha Bogdan, October 20, 2020 at 6:15 AM

### So.. What Is A Strategic Partnership?

Most brands are always on the search for innovative and creative ways to gain publicity and find ways to get themselves endorsed. If you're looking to grow withi partnerships are an effective way to do so.

Working with other brands that share your vision can take your business to the next level. The constant search for opportunities to be featured in all things pop c ways than one. **In this blog, Hollywood Branded explains the basic gist of how strategic partnerships work, and the How-To of creating one.**

[Read more »](#)

## Top 10 Most Followed Celebrities on Instagram For Your Brand

By Alexa Mancilla, October 19, 2020 at 7:15 AM

### Most Followed Celebrities on Instagram

Instagram is one of the most used social media platforms today, having over [1 billion](#) active users around the globe. It's become the chosen platform for celebrit that popularity, and its ease of storytelling is used to let fans in on their lives. And in that, it's become a major way for celebrities to have grown their own brand

Fans can get insider access and insight to their favorite celebrities lives with just a click of a button, and a perceived feel of an exclusive look just from regular po **In this blog, Hollywood Branded shares the top 10 most followed celebrities on Instagram for your brand if you are interested in audience reach.**

[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.

Build Your Marketing Playbook  
**MARKETER'S CONTENT PLAYBOOK**

[LEARN MORE NOW](#)

WEEKLY EPISODES ON MARKETING + BUSINESS ADVICE  
**INFLUENCER MARKETING ONLINE SCHOOL**

[ENROLL IN ONLINE CLASSES](#)

WEEKLY EPISODES ON MARKETING + BUSINESS ADVICE  
**MARKETING MISTAKES (& HOW TO AVOID THEM) PODCAST**

LISTEN TO OUR PODCAST

Follow Us: [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Instagram](#) | [YouTube](#)

Hollywood Branded 110 Lomita Street El Segundo CA

310-606-2030 | [info@hollywoodbranded.com](mailto:info@hollywoodbranded.com)

You received this email because you are subscribed to Hollywood Branded Blog Subscription from Hollywood Branded. Update your [email preferences](#) to choose the types of emails you receive. [L](#)