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Hi there,

If you ever have a question on anything pop culture partnerships marketing related, or want to see a topic covered in our blog (or my podcast!) - please shoot me an email to address your question, send me any relevant blogs or podcasts that may shed additional light on the subject... have one of our team members write a new blog or hunt down a guest expert for me to interview. Here's to a great start of your week!

- Stacy

And now on to our weekly blog recap...

How Campuses & Ambassadors Can Help Your Brand

By Brandon Pike, September 11, 2020 at 6:51 AM

College Campuses: An Under Utilized Source To Find Your Influencers & Brand Ambassadors

Brands are always trying to find new ways to market themselves to not only their current customers, but also spread their name to new a demographic. When brands tell their story and build a personal connection with their audience-base, customers, new and old, are more likely to develop brand loyalty. By utilizing this type of market segmentation, brands are able to engage with a new type of audience with a completely different background.

College campuses across the country open doors for brands to be able to capture customers, increase revenue, and drive sales. **In this blog, Hollywood Branded shares two brands who have created successfully unique marketing campaigns by utilizing college students for Brand Ambassador programs.**

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The Importance of Strategic Storytelling With Lynne Goldner

By Greg Smith, September 10, 2020 at 8:00 AM

Telling Your Story

Your brand's story is a crucial part of your brand - it says so much about who you are and what your values are! It can be highly advantageous for your brand to find someone who can help you find the most effective wording to describe your brand successfully.

Recently, our CEO Stacy Jones, sat down with Lynne Goldner, the founder and Chief Creative Officer of Your People, a marketing and public relations company that specializes in storytelling to help companies and organizations grow. **In this blog, Hollywood Branded learns how important it is for a company to find its story and how to build their brand awareness and grow their bottom line from the expertise of Your People's Lynne Goldner.**

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3 Reasons Why Your Brand Needs to Focus on Fandoms

By Erin Zhang, September 9, 2020 at 10:35 PM

An Audience You Might Not Realize Is A Fit

While all social groups have died and gone to heaven during COVID, online fanbase communities continue to thrive on the internet these days. Otherwise known as fandoms, they are some of the most powerful groups on the internet. And they are communities many brands are not aware of when thinking about marketing partnerships. And hearing about talking about fandoms being limited to cos-play. Music artists, celebrities, books, movies, podcasts and more all have fandoms.

There are a wide variety of ways to engage with these fandoms, i.e Twitter threads, product releases, brand partnerships, etc. Fandoms are well-defined chunks of people separated by age, gender, income, and hobby. **In this blog, Hollywood Branded will underscore the significance of fandoms and three reasons why they are important to your brand's marketing strategy.**

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Fashion Brands And Product Placement in Music Videos

By Paige Brody, September 8, 2020 at 8:48 AM

Brands and Music

In today's world, where media is exploding, product placement in music videos continues to be a common method of advertising for brands. Unlike advertising the placement in music videos has more of a subliminal influence to consumers through popular culture. And of course, for well-known artists there is the price tag w expensive.

We all know that if we see a celebrity that we are a fan of, associated with a particular brand, we have a higher chance of purchasing that same item to try and b music videos, it is the same thing. **In this blog, Hollywood Branded explores several successful fashion brand partnerships with artists in music vide**

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How To #31: 7 Steps To Secure The Right Influencer To Post For Your Brand

By Stacy Jones, September 7, 2020 at 8:58 AM

Better Than A Direct Response Ad

I've been working with brands and partnering them with celebrities for twenty years, and in the last two years our team has seen a major rise in the number of 'endorsement' partnerships with celebrities that are strictly social media driven.

We've had a lot of people (and reporters) ask how celebrity social media posts actually happen, (followed by the obvious need to know - how much does it cost!) **Branded provides a look at 7 steps to the overall process of deciding which social influencer you want to post for your brand.**

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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 theevent 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, 1:11 AM

Hollywood Branded weekly entertainment marketing blog recap

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