



[Request A Call →](#)

Hi there,

Ready. Set. GO! The holidays are right around the corner, yet it doesn't even feel like summer has passed. At least in Los Angeles it doesn't, with our warm days. But don't let that fool you. The shopping season is right ahead of us all, and for brands who are interested in becoming part of the Christmas and other holiday placements, or talk show holiday gift guides... there is still time to get your brand noticed - if you move fast. Drop me a note if you want to chat about the opportunity.

- Stacy

And now on to our weekly blog recap...

The Rise + Success Of Micro-Influencer Marketing For Brands

By Kitty Zhao, September 25, 2020 at 6:45 AM

Bigger Audiences Does Not Mean Better Engagement

From big-name YouTubers to newborn TikTok stars, influencer marketing has been one of the most prevalent marketing methods in the last decade. For many of our favorite internet personalities use and say how he/she loves a product often makes it more preferable.

I personally have bought products recommended by influencers on various platforms, and so have most of my friends. As the social media influencer marketing industry grows, new types of influencers are emerging. Instead of working with the big names only, nano and micro-influencers are also joining the play field. **In this blog, we discuss the rise of micro-influencer marketing and 4 of the main advantages to working with smaller influencers: it is affordable, accessible, and offers better engagement.**

[Read more »](#)

How Your Mindset Drives Success with Kim Ades

By Greg Smith, September 24, 2020 at 9:50 AM

Coaching The Pros Like A Pro

Mastering how to run your business effectively is one thing, but mastering your mind is an equally important task to maintain success! As our subjective opinions and cloud judgment, it's important to get the insights of an objective third party to ensure that you make the best decisions for your business, your team and for your customers.

Recently, our CEO Stacy Jones sat down with Kim Ades, who is the President and Founder of Frame of Mind Coaching. The two had a great conversation about the importance of the owner to keep a clear mind and run their business at optimum efficiency. **In this blog, Hollywood Branded examines how your mindset drives success, a coach, Kim Ades uses this concept to coach her clients and help them shift their thinking to yield successful results.**

[Read more »](#)

Leveraging a Casual Company Culture For Your Business

By Hayden Patrick Simpson, September 23, 2020 at 7:14 AM

A Fun Company is a Lucrative One

Undoubtedly, conducting a job search is filled with uncertainty, however, the true uncertainty occurs after actually getting hired. Nowadays, with such a scarcity in the market, many candidates find themselves settling for less than ideal companies that don't quite match their values or personality.

One major aspect of a company's culture is where they align on the corporate-to-casual spectrum. While many companies feel as though professionalism in every aspect is vital for success, marketing a company's culture as one that is relaxed and happy can go a long way for both employee morale and client satisfaction. **In this blog, Hollywood Branded explains the benefits of a casual company culture and three companies who leverage theirs to create more business, a positive brand and attract top candidates.**

[Read more »](#)

Day In The Life Of An Intern At Hollywood Branded - Remote Version

By Juliette Roberts, September 22, 2020 at 7:27 AM

The New Reality Of Learning On The Job - From Bed

Before COVID-19 hit, working from home seemed to many like a luxury, nor was it something typically offered at companies for potential interns. Yet thanks to the pandemic, working from home has become the "new normal" for many around the world.

Hollywood Branded chose the path of embracing remote internships, and was better positioned than many in Hollywood due to having video conferencing and online systems already in place. Regardless, working from home is definitely a big adjustment and for employees and interns at Hollywood Branded, it's been a big learning experience. **In this blog, Hollywood Branded is going to walk you through what it's like to have a remote internship with Hollywood Branded. Workdays are spent.**

[Read more »](#)

Endorsement Deals With Sofia Vergara - TV's Highest Paid Actress

By Alexa Mancilla, September 21, 2020 at 8:37 AM

The Industry's Femme Fatale

Sofia Vergara has been nominated in over 40 awards categories, winning 6 of them. In comparison to some other actresses she's not the leader of the pack in terms of awards, but in the income category, the Columbian-born comedian has got everyone beat.

The *Modern Family* star has been listed as number one on *Entertainment Weekly's* list of the most in-demand celebrities three times. The bilingual actress's \$30-million earnings is due in large part to her multi-cultural appeal and her status as one of the most in-demand spokespersons. **In this blog, Hollywood Branded takes a look at what has made Sofia Vergara such a great partner to so many brands.**

[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.

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](#)

1/11/22, 1:09 AM

Hollywood Branded weekly entertainment marketing blog recap

Hollywood Branded 110 Lomita Street El Segundo CA

310-606-2030 | 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. [Un](#)