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Want to keep your pulse on what Hollywood has to offer? Sign up now to get on our HOT IN HOLLYWOOD partnerships updates! If you want to be on the actual list then you need to sign up!

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Hi there,

One of the 'tools' in our kit of pop culture building services our agency has been using to build marketing campaigns to a high degree lately is TikTok influencer partnerships. TikTok is not for every brand, but it certainly can provide solutions for most brands. Whether your brand partners with nano-micro-macro or even celebrity influencers, decides to make TikTok ads that drive to your website, or jump into the creative world of creating your own TikTok videos, this platform offers solutions for local, national and global brands of all sizes.

For the buzz factor of cool, just keep in mind that TikTok is very top-of-the-funnel for brand building, and like ALL other social influencer marketing tactics, from Instagram, Snapchat, Pinterest, LinkedIn, Twitter or YouTube, it should NEVER be approached with the number one goal being sales. Influencer marketing is just like any other types of advertising - it takes repetition to build familiarity to get a consumer to then consider purchase. It's not magic. But boy can it be fun! Especially if you build an entire campaign, where there is repetition of usage of your brand, either across handfuls of TikTok influencers, or with just one or two chosen partners who will provide repetition through their own feed to their followers - which also has the highest likelihood of driving sales.

Our team took a massive deep dive into TikTok to outline what your team needs to know about:

- Influencer Marketing
- How To Advertise On TikTok
- The Best Types Of Content That Drive Awareness & Sales

And so much more bundled up in a 45 page guide, that's FREE! So [download the TikTok guide for your brand here](#). And now on to our weekly blog recap...

- Stacy

45 Celebrities And The Beauty Brands They Own [Infographic] Part II

By Sela Mueller, April 16, 2021 at 6:45 AM

Who Is Hopping On The Beauty Train?

First, it started with Kylie Jenner and Kylie Cosmetics. Now, it looks like her sister, half-sisters, and even her mom are jumping on the band wagon! Its not just a Kardashian-Jenner thing though. Even more celebrities are seeing the value of owning a beauty brand and starting their own.

Some of these brands have been around a while, but some haven't even launched their first product yet! **In this blog, Hollywood Branded shares #15-30 of our list of 45 celebrities and the beauty brands that they own.**

[Read more »](#)

How To Obtain Corporate Credit To Grow Your Business With Andrew Ray

By Greg Smith, April 15, 2021 at 7:30 AM

Learning From An Expert

A lot of the time, finance is a sore and confusing subject. It's easy to get lost in the massive world of dollar signs and numbers that don't always make sense. Sometimes, it's good to have a friend to help you figure things out!

Recently, our CEO sat down with Andrew to hear his financial wisdom. **In this blog, Hollywood Branded learns how to obtain corporate credit to grow your business from the expertise of Andrew Ray, the CEO of Flow Business Funding.**

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6 Tips for Creating Marketing Products

By Sadie Jones, April 14, 2021 at 7:15 AM

How To Create Marketing Products That Suit your Brand

The world of marketing is a vastly complex arena of consistently shifting requirements, techniques, and challenges to overcome. It is nonetheless an essential part of business and often determines the success of a brand in a countless number of unique capacities.

Marketing by nature is incredibly fluid, always evolving and meeting new demands through both creative and logistical means, which is one of many reasons why a competent marketing professional is held in such high regard. Because quite frankly... it's easy to mess it up. **In this blog, Hollywood**

Branded provides 6 tips to help you create marketing products that have the potential to evoke the quality and integrity of your company.

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Case Study: Kendall Jenner's Tequila Brand, 818

By Allie Duke, April 13, 2021 at 7:30 AM

The Hype and Controversy

Model and reality TV star, Kendall Jenner, recently announced that she is launching her own tequila brand named after her home neighborhood's area code, 818. The liquor brand has yet to launch, however it has already been picking up a lot of controversy and causing a lot of excitement.

Jenner isn't the only celebrity who has recently taken her own venture into the business world, in fact; this is a trend many celebrities are following this year. Why are celebrities starting their own companies and how can you take advantage of it? **In this blog, Hollywood Branded will talk about the model's tequila brand, the cleverness of their early marketing, the future of celebrity brands, and how you can take advantage of them.**

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Companies Get Massive Brand Recognition With SNL Product Placement Parody Fun

By Alexis Tawater-Tiedemann, April 12, 2021 at 7:30 AM

America's Favorite Sketch Comedy Can Be A Brand Marketer's Dream Come True

SNL has become one of America's favorite pastimes. Whether it makes light of heavy political times or parodies the latest movies, the show continues to be a fan favorite and took home nine Emmys in the 2017 award ceremony, proving they are still incredibly relevant.

For as long as the show has been around, it has been making parodies of pop culture, celebrities and of course advertising. **In this blog, Hollywood Branded looks at the top 7 times SNL Product Placement parody of popular advertisements and how it leads to massive brand recognition.**

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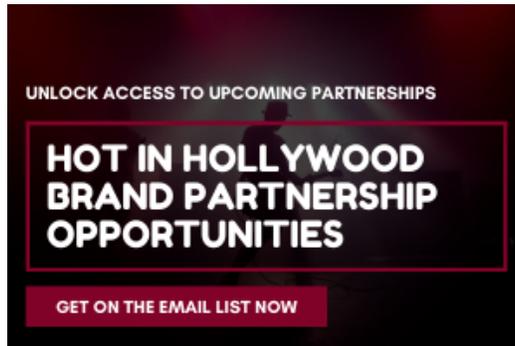
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