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Hi there,

The music concert scene is back with Lollapalooza kicking off in Chicago this weekend. Music festivals offer so many endless opportunities for partnership - from on-site activations to fully digital, there are options at literally every budget level that will get traction and engagement. Interested in finding out the coolest of the cool, and the hottest of the hot? Shoot me a note and our team can chat about all things music partnerships.

In this week's article roundup, you will:

- Get a run-down of the top marketing trends that you should be utilizing for your business, including content marketing, semantic keyword searching, voice search optimization, and many more.
- See some highlights from my interview with Seth Frey, who is the President of Big Frey Promotional Products, and learn how you can improve your company swag to be less boring - and ensure it gets lots of attention and years of use!
- Understand how artist Tyler, The Creator has managed to become such a successful entrepreneur and a favorable celeb for brand partnerships, despite his controversial past.
- View a list of which female influencers are taking over the fitness industry, and why your brand should look to them as a potential partner.

And now...on to our weekly article round-up!

- Stacy

Marketing Trends You Should Know For 2021

By Sadie Jones, July 30, 2021 at 9:00 AM

Don't Fall Behind!

Marketing is always evolving, so it's important that you stay informed. You should know about the current trends and how you can leverage them for your business.

Luckily, our knowledge is always up-to-date on all things marketing! **In this blog, Hollywood Branded shares a few marketing trends that you should know for 2021.**

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Why Company Swag Should Be Purposeful And

Practical With Seth Frey

By Maya Dolan, July 29, 2021 at 8:30 AM

Bringing Purpose to Your Promotions

It can be challenging to know how to gain exposure for your brand. Providing meaningful branded merchandise is one way you can work towards achieving your brand loyalty and recruiting goals.

Recently, our CEO sat down with an expert in promotional products. **In this blog, Hollywood Branded learns why company swag should be purposeful and practical from the expertise of Seth Frey, President of Big Frey Promotional Products.**

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A Flowery Walk Through Tyler, The Creator Partnerships

By Greg Smith, July 28, 2021 at 8:30 AM

Where This Brand Partner Blooms

Often when people think about Tyler, The Creator the first thoughts that come to mind are his music or his brash behavior - both of which have had him banned in over 30 countries. What many people don't think of is the word entrepreneur - but they should!

Tyler, The Creator's net worth is estimated at \$16 million and while it's easy to assume that he's rich because he's a music artist, he's actually got several different business ventures. **In this blog, Hollywood Branded examines different brand partnerships Tyler, The Creator has participated in as well as the success of his own clothing brand.**

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Female Fitness Influencers You Should Know

By Sydney Meyer, July 27, 2021 at 8:30 AM

Endless Influence

Fitness is a huge industry with a ton of influence, and these women are making a huge impact around the globe from just about every platform out there. Whether they're sharing workouts from their living room or their gym, millions of people are looking to them for inspiration and expertise.

Not only are these women incredible athletes, they also have to be extremely business-minded to succeed in such a heavily populated industry. Read more to find out who the best of the best are. **In this blog, Hollywood Branded shares six female influencers who are leading the charge in the fitness industry right now.**

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The Top Celebrity Podcasts

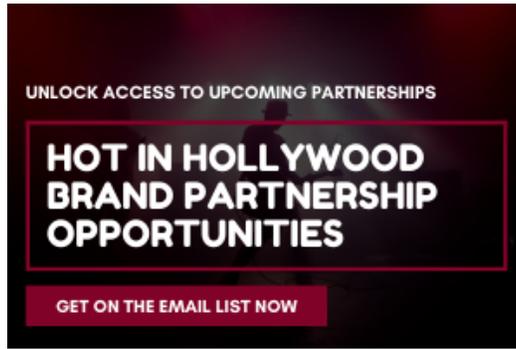
By Alexa Mancilla, July 26, 2021 at 8:30 AM

The New Big Thing for Brand Marketers

It seems these days almost everyone and their mother has their very own podcast. In the endless sea of the varying podcast channels available today it can be confusing and a lot of times super difficult to decide which ones are actually worth dedicating a listen to. There is hope however for the newly introduced podcast listener. Fortunately there is an absolute bevy of engaging and captivating podcast shows that feature some of today's biggest Hollywood stars both as hosts and interviewees.

The popularity of podcasts in the last couple of years has absolutely skyrocketed and the involvement of some of today's biggest names has without a doubt played a part in its rise. And one of the interesting opportunities for brands is that this is a whole new platform to be able to get involved in. **In this blog, Hollywood Branded shares some of today's most popular podcasts, and discusses why brands should explore the opportunity for branded content integration into podcasts.**

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