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Hi there,

I'm in Dallas visiting my mom, and today as we were walking around Highland Park Village I saw something I just don't see in Los Angeles. Ever.

A bright sparkling baby pink Cadillac. And the first thought in my head? *Wow, I didn't know Mary Kay still gave pink Cadillacs as rewards.*

Followed by... *Hmm - who knew, I kinda like a pink car...*

Check out [this pic](#) to see what I mean... it's PINK!!! Cute, right!?! Come on... you want one now too... (shoot me a note - fess up!)

But it goes deeper than that. Now, yes, I am from the same city that Mary Kay is headquartered in, so growing up I likely had a higher level of awareness of cluing into the cars - but what I realized now, looking back, is what those cars actually MEANT to me. The first words that popped in my head, from that impressionable memory of youth, was *that the pink Mary Kay car meant that the woman driving behind the wheel was a very successful self-driven entrepreneur.*

And that made an impact, because while I had a phenomenal role model in my father who was a very successful commercial artist and completely self-made entrepreneur (not an easy task in that field), there just weren't that many female entrepreneurs for me to look up to in the 80's when I was growing up. And I absolutely noticed Mary Kay.

But that brings me to my point. Mary Kay has created a brand where for decades now people associate it directly with financial success. All thanks to providing loaner cars to top-performing salespeople. That is one heck of a recruitment tool. And since the brand really is a multi-level marketing company, it is pure genius. This is a brand that has created a true branded culture and has additionally accomplished the monumental task of providing massive uplift to their image as a very affordable cosmetic line.

All while inspiring women like me to become successful entrepreneurs - because they set the bar that it was indeed possible. So thank you, Mary Kay!

In this week's articles, you will:

- Learn how two sisters, Devon and Sydney Carlson, became global sensations by launching their own brand, Wildflower Cases. And they just happen to be taking over all of social media.

- View some highlights from my interview with Lauren Kennedy, who is the Chief Marketing Nerd at Coastal Consulting, and an expert on all things marketing automation and revenue operations.
- Understand how males are entering the beauty space, and why your beauty brand should consider partnering with a male influencer.
- Learn some definitions and clarifications on influencer and celebrity endorsements that your brand should know!

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

- Stacy

How Devon and Sydney Carlson Built Their Empire

By Allison Martinez, August 13, 2021 at 8:30 AM

Two Sisters Are Taking The World By Storm

Unless you've been living under a rock, you've probably heard of Wildflower Cases. The family-run phone case brand has been featured in every celebrity's mirror selfie that I can think of.

Meet Devon and Sydney Carlson, co-founders of the company and major social media influencers. These girls are everything your Pinterest board dreams are made of. **In this blog, Hollywood Branded shares how Devon and Sydney Carlson built their empire.**

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Making The Most Of Marketing Automation: How To Leverage Salesforce and HubSpot

By Sam Zikos, August 12, 2021 at 8:30 AM

The Hub For Inbound Marketing

At Hollywood Branded, we love HubSpot. It's such a powerful tool for inbound marketing. From its sales email templates to its landing page builders, it offers a variety of features that every businesses could benefit from.

We're pretty passionate about the platform, and recently, we chatted with someone who shares this same sentiment, and is an expert in all things HubSpot *and* Salesforce. **In this blog, Hollywood Branded shares how you can leverage both HubSpot and Salesforce to increase your marketing automation skills from the expertise of Lauren Kennedy, who is the Chief Marketing Nerd at Coastal Consulting.**

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Male Beauty Brand Launches To Get Excited

About

By Allie Duke, August 11, 2021 at 8:30 AM

How They'll Change The Male Influencer Industry

Celebrity brand launches are nothing new, especially in the health and beauty industry. However, there's been a clear shift lately which has created an increase in brand launch announcements. And, this is the first that they have been straight-male driven.

A beauty revolution is happening. You just have to know how to benefit from it. **In this blog, Hollywood Branded discusses the three most recent male beauty brand launches, and how your beauty brand could benefit from a male influencer.**

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Influencer and Celebrity Endorsements 101

By Chelsea Collins, August 10, 2021 at 8:30 AM

The Art Of The Influencer

It's an influencer's world, we just live in it. Gone are the days when a brand's linear media would make or break their ad campaign. Here to stay are those influencer and endorsement partnerships that leverage someone's own personal brand to help propel the campaign.

These types of partnerships have the ability to make or break a brand, but they have to be fully understood and done right. And, as you may already know, this field is an incredibly popular one with our clients. We're quite experienced with this type of marketing, and so, we're here to help you out and share our expertise. **In this blog, Hollywood Branded is going to provide some influencer and celebrity endorsement 101 definitions and clarifications.**

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10 Celebrities Who Sell Brands With Their Voices

By Stacy Jones, August 9, 2021 at 8:30 AM

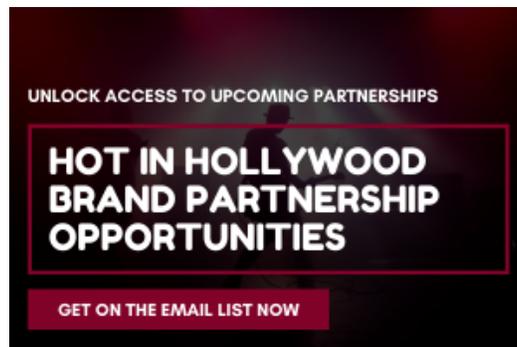
Can You Identify Celebrities By Their Voice?

Celebrities endorsements have been around for as long as there have been celebrities and brands. And since the invention of television, these celebrities have been on your screen selling everything from soda to cars [to political candidates](#). And for good reason - celebrity endorsements are proven to work.

And it's not just their image - celebrity voices can be just as powerful. And while you may not have realized some of these celebs voiced the commercials they're in, your subconscious recognizes their voices... and you may be surprised at who they actually are. **In this blog, Hollywood Branded looks**

at celebrity endorsement ads for 10 celebrities whose voices are used to sell brands.

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