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Hi there,

Wow, that short last week went fast! I hope you managed to get away from your many screens for some outside time.

In this week's article roundup, you will:

- Learn about new digital marketing strategies that help you better leverage technology.
- Get highlights from one of my recent podcasts where I sat down with two really awesomely fun (I swear not an oxymoron!) financial planners who I like a lot and work with personally, Phillip Ramsey and Bryan Dewhurst, to discuss some very modern ways to think about financial planning for professionals and entrepreneurs.
- Read about ways that brands can better leverage music events and how and artists like Miley Cyrus, Kygo and ILLENIUM are making their return to live events post lockdown.
- Hear about Alaska Airlines' funky, non-traditional approach of using TikTok to market towards Boomers, and their spin on Gen Z's beloved Hype House—the Boomer House.

Ready to see your brand on the big screen - or any screen? Give me a shout and let's sit down to have a chat.

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

- Stacy

Digital Marketing Tactics That Strengthen Your Brand In 2021

By Sadie Jones, July 9, 2021 at 7:30 AM

Doing Digital Marketing Right

Everyone is trying to utilize digital marketing, as it's a great way to help grow your brand. However, in the past few years, this practice has evolved, and in order to master it, it's important that your strategy and knowledge is up-to-date.

Lucky for you, the HB team is here to help! We shared a few timely tips that you should adopt to amp up your strategy. **In this blog, Hollywood Branded shared some digital marketing tactics that will help strengthen your brand in 2021.**

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Financial Planning 101: Investing In You, Your Plan, And Crypto

By Maya Dolan, July 8, 2021 at 9:00 AM

Not Your Average Financial Planners

Curious about how you can better invest in yourself and your business?
Looking for a new way to think about your money?

Recently, our CEO sat down with Phillip Ramsey and Bryan Dewhurst. They are financial planners who provide clients with information beyond retirement planning by helping them define their goals, implement plans, and create wealth. **In this blog, Hollywood Branded learns about financial planning from the expertise of Phillip Ramsey and Bryan Dewhurst, the cofounders of Uncommon Wealth Partners.**

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Live Music Is Back: 3 Concerts From This Past Week And What This Means For Your Brand

By Brandon Pike, July 7, 2021 at 7:30 AM

Live. Is. Back.

This past week and weekend, concerts were held across the country signifying the continued ease of social distancing and capacity limitations. If you are like me, one of the hardest parts of the past year and half has been not being able to go to concerts or any other live music events. These events bring fans, like myself, true happiness when they are able to see their favorite artist, perform their favorite song, surrounded by their favorite people.

When COVID first hit, the halt to such events took a toll on all music-lovers AND brand partnerships. BUT, the long wait is over! **In this blog, Hollywood Branded discusses 3 concerts from this past holiday weekend and what live music being back means for brands.**

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“Boomers are Back” Campaign by Alaska Airlines

By Christine Lim, July 6, 2021 at 9:00 AM

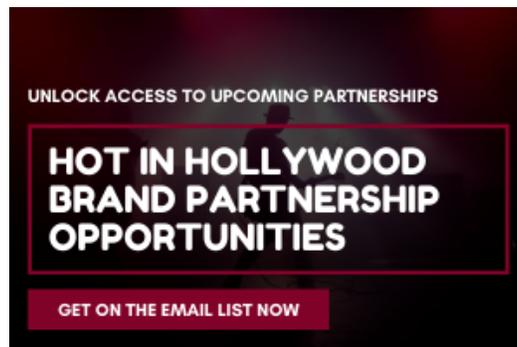
Baby Boomers On TikTok?

It is reported that airlines lost around [\\$11 billion](#) just in the second quarter of 2020. Typically, airlines do not allocate a hefty budget for media spending in the summer because, at that point, many travelers have bought their tickets.

However, now that the vaccinated can travel, more than ever, airlines are heavily advertising to promote safe traveling during the summer.

As Boomers are one of the first groups of people to get vaccinated, Alaska Airlines is launching a new campaign targeting Boomers utilizing nontraditional marketing tactics towards this generation. This campaign will primarily take place on social media, with TikTok being one of their leading platforms to advertise on. Inspired by the TikTok famous Hype House, Alaska Airlines will create their own version, the Boomer House. **In this blog, Hollywood Branded examines Alaska Airlines' new approach to marketing towards Boomers with their "Boomers are Back" campaign.**

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