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Hi there,

5 years ago this month, (and over 250 podcast recordings later,) I decided our agency needed to step it up from our daily educational blog writing and join the world of podcasting. Writing a daily blog is plenty hard enough to keep going - and publishing new audio or video content (almost) every week is an even harder task to undertake. But I will say, I absolutely love it and wouldn't want to give it up. Plus we've managed to turn it into a successful marketing platform for not only our agency, but our guests who often tell me they've gotten new business from it.

I spent the first 2 years recording myself weekly walking through over 100 different how-to advice DIY lessons on every type of pop culture partnerships Hollywood Branded specializes in, and provided a look behind the scenes into how we run our agency - from software tools to team building activities that work. It's phenomenally great content that we were able to repurpose into [video classes](#).

After those 100-odd podcasts I realized not only was I running out of ideas on what to talk about - I was getting bored talking to myself. And I was tired of editing my inhales out. So we pivoted, and I'm so incredibly happy as I get to deep dive into any subject under the sun that I think might help run a business or make marketing better, with really smart people who are passionate about what they love, and want as much as I do to be helpful, to share insights and education, so that others can benefit and find success. My last 150+ podcasts are more laid back and conversational (inhale sounds included... along with some dogs barking and a lot of laughter) - with guests across a wide range of specialties. The amount of insights I've gained are incredible, and I know the lessons learned have helped my own agency tremendously.

So if you haven't yet taken a listen, check out [Marketing Mistakes \(+ How To Avoid Them\)](#). Let me know if you have a topic you want covered, and if you think the how-to-do or the guest interviews are more your style.

And now on to our weekly blog recap...

- Stacy

What Are Robot Influencers?

By Christine Lim, March 26, 2021 at 7:45 AM

Will The Next Addison Rae Be A Robot?

Thanks to social media platforms like Instagram and TikTok, ordinary people have been able to rise to instant fame. With this fame, they have been building their own community online, earning the prestigious title of an influencer. However, have you ever heard of robot influencers? If not, well, let me introduce you to CGI influencers, colloquially referred to as "robot," or "virtual" influencers.

They aren't your typical personalities like Addison Rae or Kylie Jenner. CGI influencers are scrupulously designed by a creator to emulate real human social media stars. **In this blog, Hollywood Branded dives deep into analyzing CGI influencers' future within the fashion and entertainment industry.**

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Understanding Digital Marketing and SEO with John Vuong

By Greg Smith, March 25, 2021 at 7:30 AM

Keywords To Success

SEO is one of the most pivotal functions of digital marketing. Is your business leveraging the power of SEO to ensure that your presence is easily accessible online? It can be tricky to navigate these waters, particularly as digital marketing practices are always changing and evolving.

In fact, that's why it's imperative to partner with a specialist in SEO who can help make you stand out among your competitors when consumers are looking for the product or service you provide. Recently, our CEO Stacy Jones, sat down with John Vuong to discuss the best practices in SEO. **In this blog, Hollywood Branded learns how to drive your business through SEO from a seasoned sales professional and Internet marketer, as well as the founder of Local SEO Search.**

[Read more »](#)

Why Film-Induced Tourism Is A Concept To Invest In

By Langley Turcsanyi, March 24, 2021 at 10:59 AM

Film Locations Can Capitalize On Movie Super-fans

Film-induced tourism is the phenomenon that drives movie and television lovers to travel to filming locations as a result of watching content. Better than

any 30-second travel commercial, viewers can create a meaningful connection with the locale via the relationships that their favorite characters have with the location. Whether it be where two characters had their first kiss or where the ensemble cast often goes for drinks, viewers enjoy experiencing these locations in the context of their favorite stories.

Many travelers have taken pit stops on their vacations solely to see a filming location. However, many cities and states don't consider and actively attempt to capitalize on these money-making opportunities with film-induced tourism. **In this blog, Hollywood Branded explores some film-induced tourism success stories and discusses how destinations can do even more.**

[Read more »](#)

Cars As Movie Characters

By Alexa Mancilla, March 23, 2021 at 7:30 AM

Movie Cars Are Driving Sales

When thinking about your favorite movies, there's always a specific character or scene that first pops into your head. However, what would you say if some peoples' favorite characters aren't people, at all?

In some films (more often than not, action films), characters cars have inadvertently become characters in films in and of themselves. While this might not have been the intention for directors, it's something that has helped car sales tenfold. **In this blog, Hollywood Branded explores the notion of cars as movie characters and how it has helped boost car sales.**

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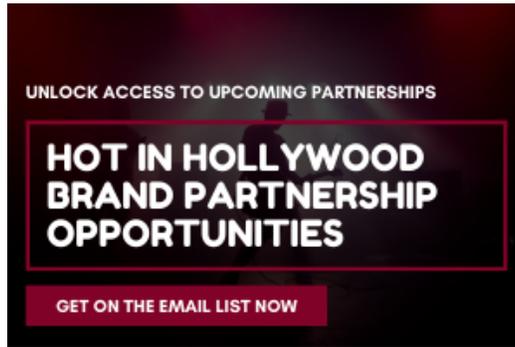




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