

SIGN UP NOW!

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!

[🎧 Listen To Our Latest Podcast Episode →](#) | [📞 Request A Call →](#)

Hi there,

One of the media outlets I love to get my daily dose of news from is Business Insider. Over the last few years, I've had the additional pleasure of being interviewed a handful of times for various stories ranging across product placement, influencer marketing and celebrity endorsements as well as weighing in on how celebrities who have tarnished their own personal brand can recover.

In my most recent interview, Alex Bitter did a really [well researched article](#) on how celebrities are now approaching endorsement deals, and why celebrities are now becoming c-suite execs (and investors) at the companies they partner with. If you happen to subscribe to the outlet, check it out. And if you don't, I highly suggest adding it to your morning mix.

And now on to our weekly blog recap...

- Stacy

What's The Deal With NFTs?

By Sarah Kistler, May 14, 2021 at 7:30 AM

Changing The Entertainment Industry with Blockchain

Technology

In a world of social media, streaming platforms, video games, and virtual reality (VR), we can add Non-Fungible Tokens (NFTs) to the list (right under cryptocurrency, of course). Celebrities and companies have found a new way to connect with their loyal followers.

Whenever something is 'limited edition,' ears tend to perk up. The ability to have something that ONLY a couple hundred or fewer people have is something to be seized if and when possible. NFTs capitalized on this exact

sales strategy. **In this blog, Hollywood Branded discusses how NFTs are shaking up the entertainment industry as a fresh form of digital art.**

[Read more »](#)

Being Efficient and Finding Success in eCommerce Marketing with Mike Begg

By Maya Dolan, May 13, 2021 at 7:30 AM

Marketing That Maximizes Sales

It important to do everything you can to ensure your business is running efficiently and you aren't missing out on any sales, but it can be hard to know where to begin.

Recently, our CEO Stacy Jones sat down with an expert in e-commerce marketing to learn the top suggestions to ensure you have a solid strategy, as well as dived into the mistakes most often made. **In this blog post, Hollywood Branded learns how to find success with eCommerce marketing from Mike Begg, the co-founder and chief strategist of AMZ Advisors.**

[Read more »](#)

Increasingly Personalized Digital Experiences

By Naurice Minor, May 12, 2021 at 7:30 AM

Media As We Know It

In the increasingly digital age we live in today, it's practically impossible to avoid the various forms of new media in existence today. With new types of technology emerging just about every day, media is becoming increasingly personalized to the individual consumer.

With technology evolving at the same pace as the media that it's developed with, the future of media and content creation has the potential to change the face of storytelling. **In this blog, Hollywood Branded explains how advances in technology are leading the world towards new digital experiences.**

[Read more »](#)

A Look At Seth Rogen's Cannabis And Houseware Brand Houseplant

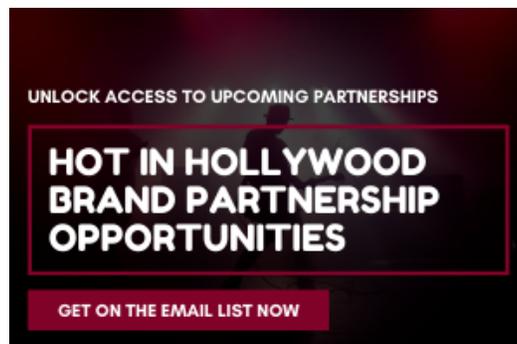
By Kira Cusick, May 11, 2021 at 7:30 AM

The King of Cannabis

Seth Rogen has established himself as a cannabis icon. After creating and starring in some of the most hilarious and influential stoner comedies of all time, such as *Superbad*, *Pineapple Express*, and *This Is the End*, Rogen and his creative partner Evan Goldberg have decided to enter the world of marijuana retail.

Earlier this year, the pair launched the brand *Houseplant* in America (after having launched it in their home country of Canada two years prior), offering not only top-shelf weed – at top-shelf prices – but stylish and retro homeware such as the table lighter which will definitely be making a comeback to a coffee table near you. Not long after launching, the site crashed due to the demand of Rogen’s fans, and the excitement only grew stronger after that. **In this blog, Hollywood Branded will explore *Houseplant* as an example of how celebrities can use their personal passions and established fan bases to launch a successful business.**

[Read more »](#)



1/5/22, 2:48 PM

Hollywood Branded weekly entertainment marketing blog recap

Hollywood Branded Inc., 110 Lomita Street, El Segundo, CA 90245, United States, 3107505363

[Unsubscribe](#) [Manage preferences](#)