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Weekly Issue #621 - October 25, 2021

Hi there,

Did you know that TikTok just celebrated having over 1 BILLION monthly active users. There are 7.75 billion people in the world. That's a big chunk of them. In the US, TikTok users spend 24.5 hours on the app each month. More than a day a month and two weeks a year. That is time they are not watching your ads on TV, reading magazines showing or talking about your brand, scrolling through websites and seeing digital ads. Have you figured out your strategy yet? If not, we can help.

Brands have three options to approach leveraging this platform:

- Build your own content on your own TikTok profile.
- Work with TikTok famous and growing influencers.
- Purchase ads through TikTok.

You need to try at least one option - testing opens the door to finding wins. Figure it out because this platform, despite what some might wish, is not going away any time soon. And you know what - it is a perfect place to show the fun behind your brand. Just be authentic.

We have a nifty guide you should check out. It's extensive - you'll be hard pressed to find more details on how to conquer TikTok than in this guide. Get ready to learn (and spend a lot less time doing re-takes!)

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In this week's pop culture partnership insights, you will:

- Learn about the world of Disney influencers, and see how these types of figures have helped attract numerous individuals to Disney destinations.
- View some highlights from my interview with Amanda Rabideau, who is the CEO of Arch Collective, and understand why your business should consider a Fractional CMO.
- Read about the world of podcasts—the business benefits to them and how they've become mainstream.
- Understand TikTok's newest rules and restrictions, and what this means for marketing your brand on the viral app.

- See how brands such as Lyft, Nike, Walgreens, and more are taking a stand on social issues, and understand how this has solicited a positive consumer response.

It's almost November. Did you dial in Black Friday and the Holidays for your brand? Or do you need some last-minute marketing ideas? It's not too late for talk shows and influencer marketing campaigns!

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

- Stacy Jones, CEO + Founder Hollywood Branded

DISNEY INFLUENCERS: MICKEY'S BEST FRIEND

By Natalie Cartwright, October 22, 2021 at 12:21 PM 

How Disney Fans Use Social Media To Make A Living

Lately, there has been a word coined for adults who are in love with all things Disney: "Disney Adults." While people may roll their eyes at the people who go to the parks monthly, have Disney decor, and almost seem to worship Mickey Mouse, they don't know how so many Disney fans are using their social media to make a living off of going to the parks.

Influencers all around the world specialize in many different things attracting audiences that help them grow their platform to the point of the influencer life becoming a full-time job. Disney has fans across the globe and the superfans all want to learn park secrets, hacks, and maybe even get some fashion advice. **In this blog, Hollywood Branded dives into the world of Disney influencers and explores what their magical lives are like.**

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WHY YOUR BUSINESS NEEDS A FRACTIONAL CMO

By Sam Zikos, October 21, 2021 at 10:42 AM 

What Even Is A Fractional CMO?

If you want to build-up your business, you need to put in place some marketing strategies. However, for some companies (and for many start-ups), employing a full-time CMO doesn't really make sense. Perhaps it's not within budget, or it isn't really needed.

So, why not hire a Fractional CMO? An outside party who can join your team, temporarily, to act as marketing executive, and help you get the job done—someone like Amanda Rabideau. **In this blog, Hollywood Branded share why your business may need a Fractional CMO, from the expertise of Amanda Rabideau, who is the CEO of Arch Collective.**

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3 REASONS WHY YOU SHOULD BE IN PODCASTING

By Josh Chery, October 20, 2021 at 8:00 AM 

Podcasting Is Here And It Is The Future

The medium that started back in the early 2000s is setting a new course for the world of media. It is something that the public did not know they needed.

Podcasts are still a relatively new and growing industry. The rapid growth of the industry can bring some confusion about its popularity or how it can benefit brands. **In this blog, Hollywood Branded discusses podcasts and why they have become mainstream.**

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THE NEW DOS AND DON'TS OF TIKTOK ADVERTISING

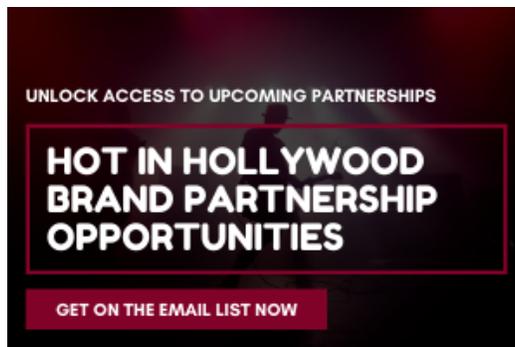
By Greg Smith, October 20, 2021 at 8:00 AM 

The Organic Ad Clock Is TikToking

We've written so many blog posts on TikTok and it is indisputably the hottest social platform out right now. With a wide range of options in content creation, it creates opportunities for influencers to connect with their followers in so many different ways.

Its popularity is naturally born out of its creative output but now it has achieved the purpose it set out to achieve from the start - branded content and advertising. Now that it is running the game, TikTok recently rolled out a list of new rules and restrictions for advertising on the platform. **In this blog, Hollywood Branded shares the latest updates in advertising on TikTok and what that means for your brand.**

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