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## Weekly Issue #627 - December 6, 2021

Hi there,

Our agency's core mission is to empower and revolutionize the way the world approaches building mutually beneficial partnerships. That's what drives our every action – building **mutually beneficial** partnerships - whether with an employee, a client or a production partner. We are very good at it, and when we fail in that achievement, we take it very much to heart.

I am very vocal in teaching our team members that we all f\*ck up on occasion. Except that I say it without the asterisk. And repeatedly. It's always good at breaking the ice and getting a laugh. No one expects this 5'2" mid(ish)-forty-year-old agency owner from Texas to be belting out the F-bomb left and right. Or maybe the Texas mention made it seem more likely. Regardless, shock value works. Got your attention, right? Hey, now you think I'm a little spunky on top of being short and an obvious risk-taker. Or you are offended. But you reacted. I got you engaged. And that shock value is achieved.

That all makes up part of my brand - your perception of who I am. I am a woman who owns an agency in Hollywood, and that is all about taking risks on a daily basis. To move the needle. To get clients noticed. To negotiate the best deal. To stand out. To win.

### **And the fact is, sometimes there are stumbles along the way.**

And having team members work in an atmosphere which is more supportive and open to the fact that people mess up, makes people more willing to come forward at the first sign that they did indeed f\*ck up. And it gives you a little extra lead time in trying to fix it versus it being hidden away, or waiting for you to find out about days or even weeks or months later.

That plays into the 'mutually beneficial' part of building partnerships with employees and agency stakeholders. By having created an atmosphere where people understand they can safely share where they have a problem, it allows the team to come together to better fix the problem. It does not make the problem go away, and by no means am I excusing it. If a mistake was made the reasons for it have to be looked at to prevent it from a repeat performance.

You don't want your people terrified of you. Or nothing will ever progress.

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Because the fact is, my team (and your team) will mess up if they are taking risks if they are giving it their all if they are going a million miles a minute trying to create, build and produce those wins. Always learning and growing along the way. For me, that's much better than the alternative, of their doing nothing but the same job duties over and over again on an endless rinse-and-repeat cycle, never stretching themselves – or the agency.

**My one requirement.**

I ask one thing when that f\*ck up happens. For accountability to be taken. To bring solutions. And to apologize.

Because if they truly and sincerely were giving it their all, then no matter how upset I may be at their mistake, that individual will be more upset with themselves than I ever could be. And that will help make sure they do not do "it" again. Sometimes that f\*ck up is not accomplished by a single individual, but in a series of events created by an agency practice where adjustments are not made that is in the wrong. In that case, it means I must take responsibility, and ensure we find a way to make sure it never happens again.

An agency is built with people. And people are not infallible. They mess up. They communicate poorly. They have bad days. They need to learn. They also need to fix. We are fixers as an agency. Every partnership always needs fixing, and we have the tools and experience to do so.

They also need to feel safe in knowing that if they f\*ck up along the way, it is not the end of the line. Which means we have to openly create an agency that not only offers safety, but transparency. Because it is not that mistakes don't matter. They do. But being able to work together as a team to fix those mistakes - that matters more.

Read my [LinkedIn Newsletter Pop Culture Marketing Tips](#) to learn about the specific f\*ck up we just experienced and how the wheels feel off the bus.

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

- Discover why so many TikTokers, like Addison Rae and Jaden Hossler are starting careers in the music industry, and how this is helping them expand their brand.
- Read some highlights from my interview with Peter Erik and Maria Rygge, who are the co-founders of AweSM Sales and Marketing, a company that specializes in helping entrepreneurs build successful online businesses.
- Understand how Disney World and Disneyland leverage social influencers to promote the park's newest additions and hottest attractions.
- Learn about the "Netflix Effect" and understand the power of product placement and how the streaming service has driven sales for numerous products.
- Discover what "red flags" to look out for when partnering with an influencer to represent your brand.

Last call (ALMOST) for holiday! It's the last week you'll be hearing this. The sighs of happiness pouring in. Wow! ;) While we can pull off influencer campaigns in a week (it's doable)... holiday happenings are upon us and NOW is the time to create partnerships that help you get more notice this holiday season. The clock is still ticking, and midnight approaches for the opportunity to be gone. Give us a call if you want to brainstorm and discuss marketing options - or how you should be approaching building celebrity brand deals for 2022!

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

- Stacy Jones, CEO + Founder Hollywood Branded

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## WHY POPULAR TIKTOKERS ARE TRANSITIONING TO MUSICAL CAREERS

By Jake Conley, December 3, 2021 at 5:20 PM 🕒

### Bridging The Media Gap

TikTok as a platform seems to be consistently growing in popularity. The most popular TikTokers have hundreds of millions of followers just from simply dancing and singing to songs. Recently, some of the most popular creators have begun venturing into music to try and build a new platform for their popularity.

Fans have been confused and intrigued as to why some of their favorite creators are launching songs and music videos. As time continues, there are bound to be more of these social media stars looking to add to their media careers. **In this blog, Hollywood Branded discusses examples of popular TikTokers who are moving into musical careers, and why it is becoming such a popular transition.**

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## CREATING AND SELLING AN AWESOME ONLINE COURSE

By Sam Zikos, December 2, 2021 at 2:44 PM 🕒

### Time To Teach!

Today, many professionals and companies are now selling their own e-books and courses. (Even we are!) And, of course, why wouldn't you? If you're good at what you do, why wouldn't you share your tips, tricks, and expertise?

So, we invited Peter Erik Nyvoll and Maria Rygge onto the show to give some advice. They are incredibly skilled at helping people craft and build an online business! **In this blog, Hollywood Branded shares how to create and sell an awesome online course from the expertise of Peter Erik Nyvoll and Maria Rygge, who are the co-founders of AweSM Sales and Marketing.**

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## DISNEY INFLUENCERS: MICKEY'S BEST FRIEND

By Natalie Cartwright, December 1, 2021 at 8:30 AM 

### 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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## THE NETFLIX EFFECT

By Tory Noble, November 30, 2021 at 8:30 AM 

### What It Is And Why It Works

There are various contexts in which the term "The Netflix Effect" has been used recently; how streaming services are affecting children's brains, the television binge-watching phenomenon, or even tying the streaming service to an overall lack of motivation or activity. However, when it comes to pop culture and entertainment marketing, there is a far more intriguing definition. The Netflix Effect refers to a surge in popularity as it relates to certain products, brands, and even celebrities because of their feature in Netflix television shows and movies.

Try to think of any television show or movie that you have seen Penn Badgley in. *Gossip Girl* and *You* coming to mind? What movies do you associate Lana Candor with? *To All the Boys I've Loved Before*. Right again. But what do these two actors have in common? They were both catapulted into fame because of their Netflix series and movie. **In this blog, Hollywood Branded discusses The Netflix Effect, what it is, and why it is so effective.**

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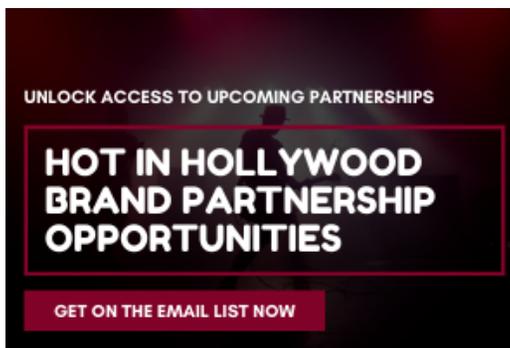
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