



Planning Worksheet To Better Leverage Pop Culture & Influencers Destination On The Left Virtual Summit

What We Will Be Talking About Today

Scripted TV Shows and Feature Films

Notes: _____

Reality TV Shows

Notes: _____

Game Shows

Notes: _____



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Morning & Daytime Talk Shows, and Early Evening Entertainment News

Notes: _____

Single Market Local And Regional News and Lifestyle Programs

Notes: _____

Satellite Media Tours

Notes: _____



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Music Videos

Notes: _____

Airline Branded Content Pods

Notes: _____

Radio

Notes: _____



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Public Relations - Digital & Print Content

Notes: _____

Podcasts

Notes: _____

Celebrity Endorsements

Notes: _____



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Blogger Campaigns

Notes: _____

Influencers (YouTube, Instagram, Facebook, Twitter, Pinterest)

Notes: _____

Ready To Get Your Destination Into Influencer + Pop Culture Content?

- Go back to the items we covered during the workshop and circle the content & influencer partnerships you are most interested in exploring.
- Then identify the OVERALL budget range you would be willing to dedicate to influencer and/or pop culture content partnerships. If you have no idea, no worries – we can chat!
- Scan your worksheet and email me (stacy@hollywoodbranded) your results – and my team will provide a COMPLIMENTARY SESSION walking you through what you can realistically activate, and provide guidance and suggestions on the best tactics you can leverage to meet your goals.

Your Name: _____

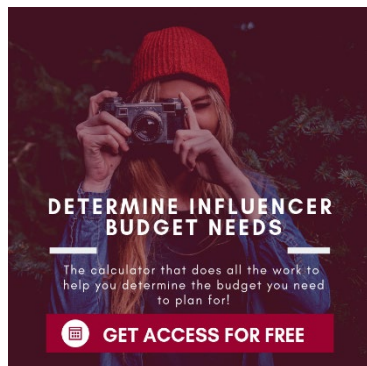
Your Company: _____

Your Email: _____

Your Phone: _____



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GET ACCESS TO OUR INFLUENCER CALCULATOR

We created this calculator to help you determine the general costs to working with social influencers. Simply enter how many influencers you want to work with, how much content you want them to create, if you want photos or videos, how many people you want to reach, what platform you want them to post on, and the type of influencer you want to work with!

The calculator will then do all the work to help you determine the budget you need to plan for! Simply click the link and sign in, and you can access our calculator for free.

Link: <https://info.hollywoodbranded.com/influencer-cost-calculator>



LISTEN & LEARN

Check out my podcast *Marketing Mistakes (& How To Avoid Them)* where I discuss all things influencer, celebrity and product placement, and also feature weekly guests with expertise for running and marketing your business.

Podcast: HollywoodBranded.com/Podcast

Also available on iTunes and most podcast platforms



USE CODE DESTINATION TO SAVE 40% ON ANY CLASS SERIES

Our Influencer Marketing School is for brand owners, marketers and their agencies, and students on the pathway to become marketers, to learn my agency's insider tricks and tips to making influencers and celebrity marketing work for their own brands. Let us help you take your influencer marketing and celebrity partnership skills to the next level! **Enroll now and get 60% off any class series! Use code "DESTINATION"**

Click the link: <https://learn.hollywoodbranded.com>

Each class is comprised of Full Length Training Videos – Transcripts – Infographics – eBook Guides – Case Studies – Hollywood Branded Surveys – MP3 Downloads – Animated Videos – Additional Educational Material – Quizzes & Exams – Certifications In Influencer Marketing



HAVE QUESTIONS? CONTACT STACY

Whether you need just a little – or lot – of guidance, and have interest in learning more about what we do, and how Hollywood Branded can help you, just reach out!

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