

## Relaunch of ProHipHop Focused on Hip-Hop Marketing

Written by TLA Promotions ID2538  
Wednesday, 19 April 2006 05:26 -

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Clyde Smith's Hip-Hop Trade Blog ProHipHop now covers the Marketing of Hip-Hop and the Use of Hip-Hop in Marketing.

April 19, Raleigh, NC - ProHipHop relaunches this week at prohiphop.com with a focus on hip-hop marketing from the marketing of hip-hop to the use of hip-hop in marketing.

As a trade blog, ProHipHop offers news, analysis and special features related to hip hop marketing. In addition, popular features developed for ProHipHop during its hip-hop business days will continue, such as weekly updates of new Hip-Hop Album releases and the MySpace featured artist series.

"Focusing on marketing allows ProHipHop to examine hip-hop's impact in business and in culture. Hip-hop has provided new forms of marketing, such as street teams and mixtapes, and is a musical and cultural force on which marketers are eager to draw," states Clyde Smith, author of ProHipHop.

ProHipHop welcomes tips, photos and responses related to ad campaigns involving hip hop. Marketing professionals open to being interviewed by email regarding particular hip-hop ad campaigns are also invited to contact:

[clyde\(at\)prohiphop\(dot\)com](mailto:clyde(at)prohiphop(dot)com)

The relaunch of ProHipHop follows the move by Hip-Hop Press, the free hip-hop press release posting service, to its own domain at hiphoppress.com. Hip-Hop Press was originally created in order to provide a reference source for ProHipHop posts and has grown into a useful and popular service in its own right.

Submit press releases and related promotional material to:

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hiphoppres(at)netweed(dot)com

ProHipHop is written by Clyde Smith, PhD and was launched in November, 2004 in San Francisco. Hip Hop Press followed in April, 2005 and was originally hosted at [www.netweed.com](http://www.netweed.com). Clyde Smith and all related digital projects relocated to Raleigh, NC in January, 2006.

ProHipHop - <http://www.prohiphop.com>

ProHipHop @ MySpace - <http://www.myspace.com/hiphobbiz> Hip Hop Press - <http://www.hiphoppres.com>

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