



Web Rocket Media Graphic Design Portfolio

Section One: Examples of Web Rocket Media's Logo, Social Media Platforms, Newsletters, and Podcast.

Section Two: Examples of Client Email Designs, Email Drip Campaigns, Landing Pages, and Logo Designs

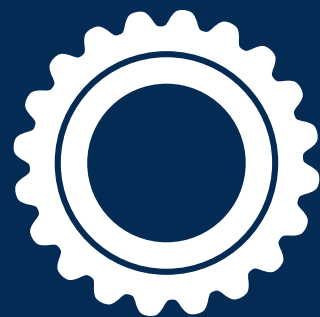
ABOUT THE COMPANY

OUR STORY

Web Rocket Media was founded in 2016 by marketing guru Melissa Psihudakis. Web Rocket has grown over the past five years into a fully-staffed, full-service digital marketing agency capable of handling even the most complex of marketing projects. Despite specializing in the health & wellness sector, Melissa and her team of 40 professionals are ready to be your only digital media partner.



Good design matters.





WORDS OF INSPIRATION

"The brands that can connect with the client in a real way will win."

– GARY VAYNERCHUK

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- Landing Pages
- Logos



Section One: **Web Rocket Media**

92% OF PEOPLE WILL PICK A BUSINESS ON THE FIRST PAGE OF THEIR SEARCH RESULTS. OPTIMIZING YOUR GOOGLE MY BUSINESS PAGE CAN HELP YOU GET ON THE FIRST PAGE.

Branding through color:

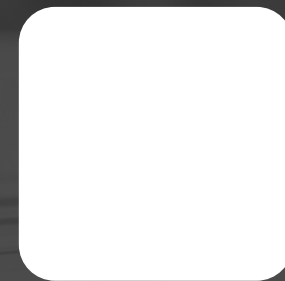
Choosing our brand colors was easy because we knew what we were trying to communicate.



Royal Blue
#042b53



Golden Hour
#e3a44b



Pure White
#ffffff

Building our brand color scheme:

Dark Blue — Dark blue stands for professionalism, security and formality. It is mature and trustworthy.



Building our brand color scheme:

Yellow — Yellow evokes happiness, youthfulness and optimism, and is attention grabbing.



Building our brand color scheme:

White — White evokes cleanliness, virtue, health and simplicity.



Goal Setting

S

Specific

M

Measurable

A

Attainable

R

Realistic

T

Time-bound



Logo Design:

Our branded logo: WRM

Our logo evokes professionalism, virtue, and displays a sense of security and formality. Web Rocket Media is a brand you can trust!



Explore examples of our designs on our different social media channels.

- Facebook
- Instagram
- Twitter
- LinkedIn

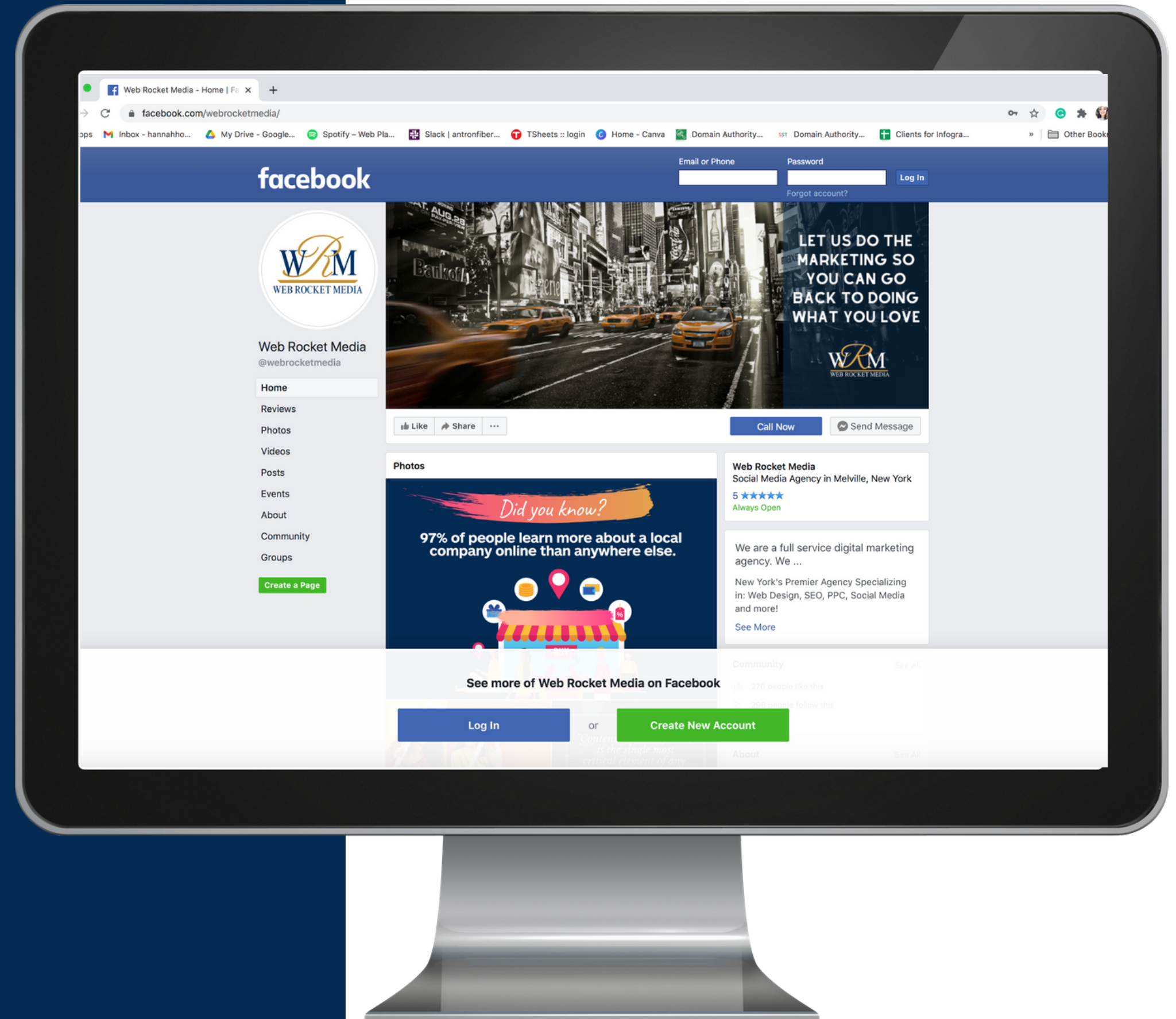


Facebook

About:

We are a full service digital marketing agency. We specialize in web design and SEO services.

New York's Premier Agency
Specializing in: Web Design, SEO,
PPC, Social Media and more!



Example Posts: Facebook

Designed for each social platform.

Our facebook posts range from service pitches, blog content, and marketing quotes.



Instagram

About:

We have a team of experts to assist you with SEO, PPC, web design, email, social media content, inbound marketing, data analysis and much, much more.



Example Posts: Instagram

Designed for each social platform.

Our Instagram posts range from service pitches, blog content, and marketing quotes.



Twitter

About:

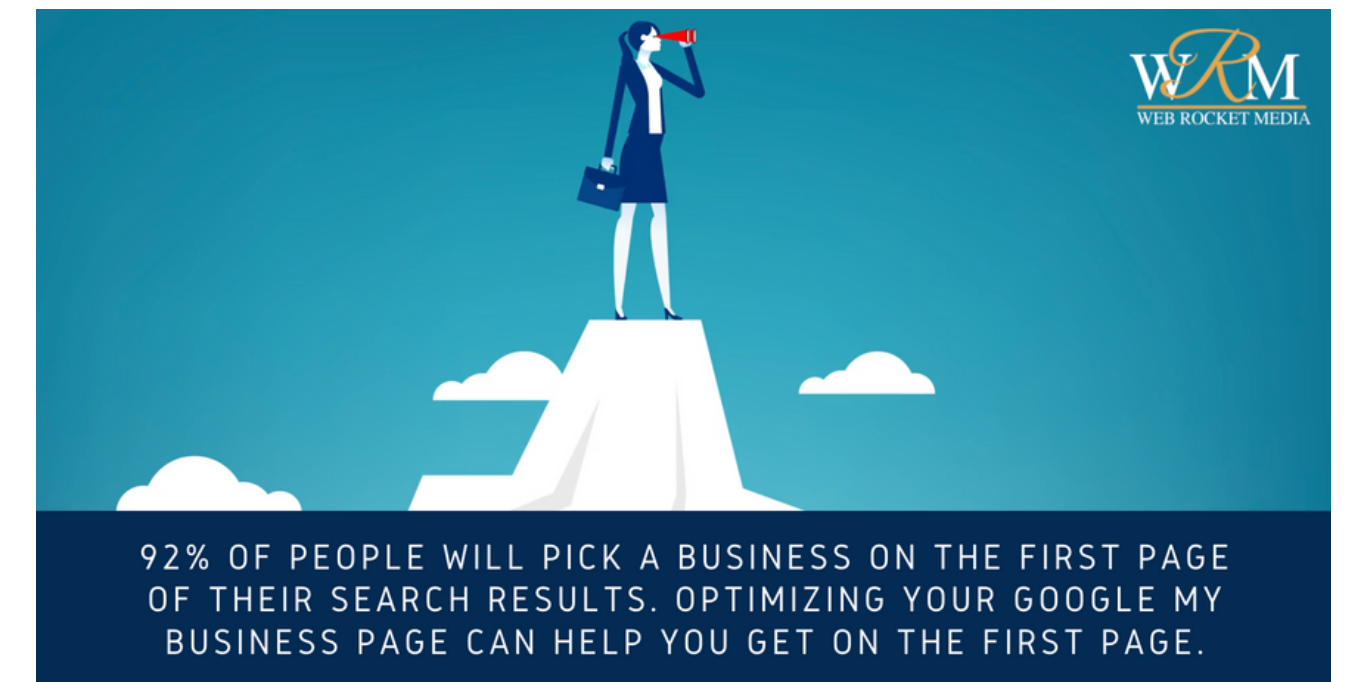
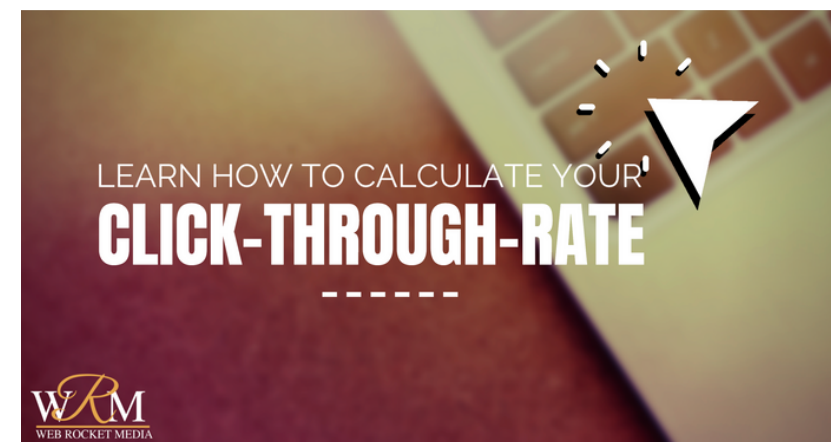
We are a Digital Marketing Agency that specializes in lead generation for dental, medical, law, plastic surgeons, spas, home services, technology and retail.



Example Posts: Twitter

Designed for each social platform.

Our Twitter posts range from service pitches, blog content, and marketing quotes.



LinkedIn

Full-service digital marketing agency for medical, dental and technology.



Example Posts: LinkedIn

Designed for each social platform.

Our LinkedIn posts range from service pitches, blog content, and marketing quotes.



Monthly Newsletter

Our monthly Newsletter highlights all things marketing that Web Rocket Media is working on through-out each month.



Example: Newsletter

Our monthly Newsletter highlights our blog topics, podcast guests, and marketing tips.

NEWSLETTER MARCH 2020



ESSENTIAL MARKETING TIPS FOR SMALL BUSINESSES

Written by Web Rocket Media

- 1. Original Research**
A Google algorithm update will be released this month that has the potential to make the value of guest posts drop. Work on building inbound links with original research pieces to give your brand new and exciting content that can help boost your SEO.
- 2. Social Media Stories**
The Stories format on social media has gotten huge since Snapchat launched. Nearly half of the ads on Instagram are spent on Stories instead of posts, which suggests that this format is a successful marketing strategy.
- 3. Private Communities**
Creating Facebook Groups and other types of online communities for your brand is becoming a great marketing strategy. It allows brands to build relationships with their consumers in a meaningful way that will help grow brand loyalty.

THE LATEST GOOGLE ALGORITHM UPDATE

NoFollow links are tags to tell search engines to ignore them. As of March 1, Google is changing the way noFollow links work. They will now be treated as a hint to help Google Algorithms understand websites and it will be using them for crawling and indexing purposes. They have also added two more tags: "sponsored" to allow you to label a link as an ad, and "ugc" to indicate that something is user-generated content. These will also be used for indexing purposes.

MARKETING STRATEGY



FEATURED BLOG POST
Our featured blog post this month is Bethany Frankel's *Secrets To Success* from The Real Housewives of New York City built Skinnygirl, a multi-million-dollar company, from the ground up. She is also a producer and frequent guest of the show Shark Tank, and a New York Times bestselling author. [Read more.](#)

We are proud to announce that we have partnered with **Constant Contact**- the industry leaders in email marketing for over 20 years!

Sign up for your **FREE 60 trial today!**



WHY EXPLORE USER-GENERATED CONTENT?

- Social media is a great way to harness energy from user-generated content. Create a hashtag and share posts from your customers!
- User-generated "content" can be anything from a blog post, video, product, to a product review. Anything "straight from the horse's mouth" applies here.

98% of consumers trust organic user-generated content more than advertising.

61% of users are more likely to purchase from user-generated content.



MELISSA PSIHUDAKIS
CEO & FOUNDER

With over 20 years of digital marketing experience and as the former Global Marketing Director of Henry Schein Inc, a Fortune 500 Company, find out what Melissa and her team can do to get your business on track.

WEB ROCKET MEDIA LLC
200 Broadhollow Rd, Suite 207,
Melville NY 11747
631.377.8250

NEWSLETTER APRIL 2020



TIPS FOR YOUR DIGITAL MARKETING DURING QUARANTINE FOR COVID-19

Written by Web Rocket Media

With the quarantine going on for COVID-19, this is a good time to connect with your clientele and work on your marketing strategy. These tips can help your marketing strategy during this difficult time.

- 1. Increase Social Media Presence**
If you sell products online, whether you are primarily brick-and-mortar or click-and-mortar, this is a good time to encourage your customers to shop online instead of coming in. You can offer a discount code for shopping online or a gift certificate for an in-person visit once the quarantine is over. If you do this, make sure you do not appear to be capitalizing on this outbreak.

- 2. Online Sales**
Right now, there is a lot of stress out there, so making your marketing a little more positive is a good thing. You can make your content lighter and more positive, to help take people's minds off everything, or simply offer them well-wishes. Make an effort to be empathetic and show you care about your clientele's wellbeing.
- 3. Be Positive**
Right now, there is a lot of stress out there, so making your marketing a little more positive is a good thing. You can make your content lighter and more positive, to help take people's minds off everything, or simply offer them well-wishes. Make an effort to be empathetic and show you care about your clientele's wellbeing.

THE LATEST GOOGLE ALGORITHM UPDATE

Due to the COVID-19 pandemic, Google Ads made an update to its inappropriate content policy. Google has banned advertising content that has the potential to capitalize on the pandemic or other events in the future. They have expanded this to include price-gouging, the sale of products or services in high demand in a sensitive event, and keywords that are related to the event in order to try to boost traffic.

CONTENT MARKETING

Content marketing creates written content for your website that is relevant to your brand, shareable, downloadable, and viral, often in the form of a blog. It is intended to teach your audience about your brand, services, expertise, and products. It is also an important part of any SEO strategy.

WHY EXPLORE CONTENT MARKETING?

With a solid content marketing strategy, you can get up to three times more leads than paid advertising. Approximately 72 percent of digital marketers say content is their most effective SEO tactic.

- Blogs are the 8th most trustworthy source for getting information online, and internet users spend triple the amount of time on blogs than social media.
- 62% of digital marketers who have a regular blog are a positive SEO.
- 77% of internet users regularly read blogs.



MELISSA PSIHUDAKIS
CEO & FOUNDER

With over 20 years of digital marketing experience and as the former Global Marketing Director of Henry Schein Inc, a Fortune 500 Company, find out what Melissa and her team can do to get your business on track.

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NEWSLETTER OCTOBER 2020



SPooky Marketing Tips

- 1. Encourage user-generated content**
Encourage your customers to share their Halloween creations with you through social media. When they begin doing so, share their content and make sure to credit them, then encourage more customers to get involved. This will create spellbinding user-generated content for you.
- 2. Create a scary video**
Videos are a highly effective form of digital marketing, and this can help you make some fun Halloween themed videos. Make a spooky, or silly, Halloween themed video that communicates your brand and grabs attention online.
- 3. Create spooky DIY content**
DIY is huge, so provide your audience with some Halloween themed content in your digital marketing; the content itself will depend on your specific industry. Some ideas for that content are: spooky recipes, fun decorations, pumpkin carving techniques, costume making or accessorizing, and scary makeup.



We are proud to announce we have partnered with Constant Contact!

Constant Contact has been the leader in email marketing for small businesses for over 20 years. Their services are tailored for your company, and they offer everything from full service to teaching a business how to set up their digital marketing effectively themselves. Sign up today for a 60-day FREE trial!

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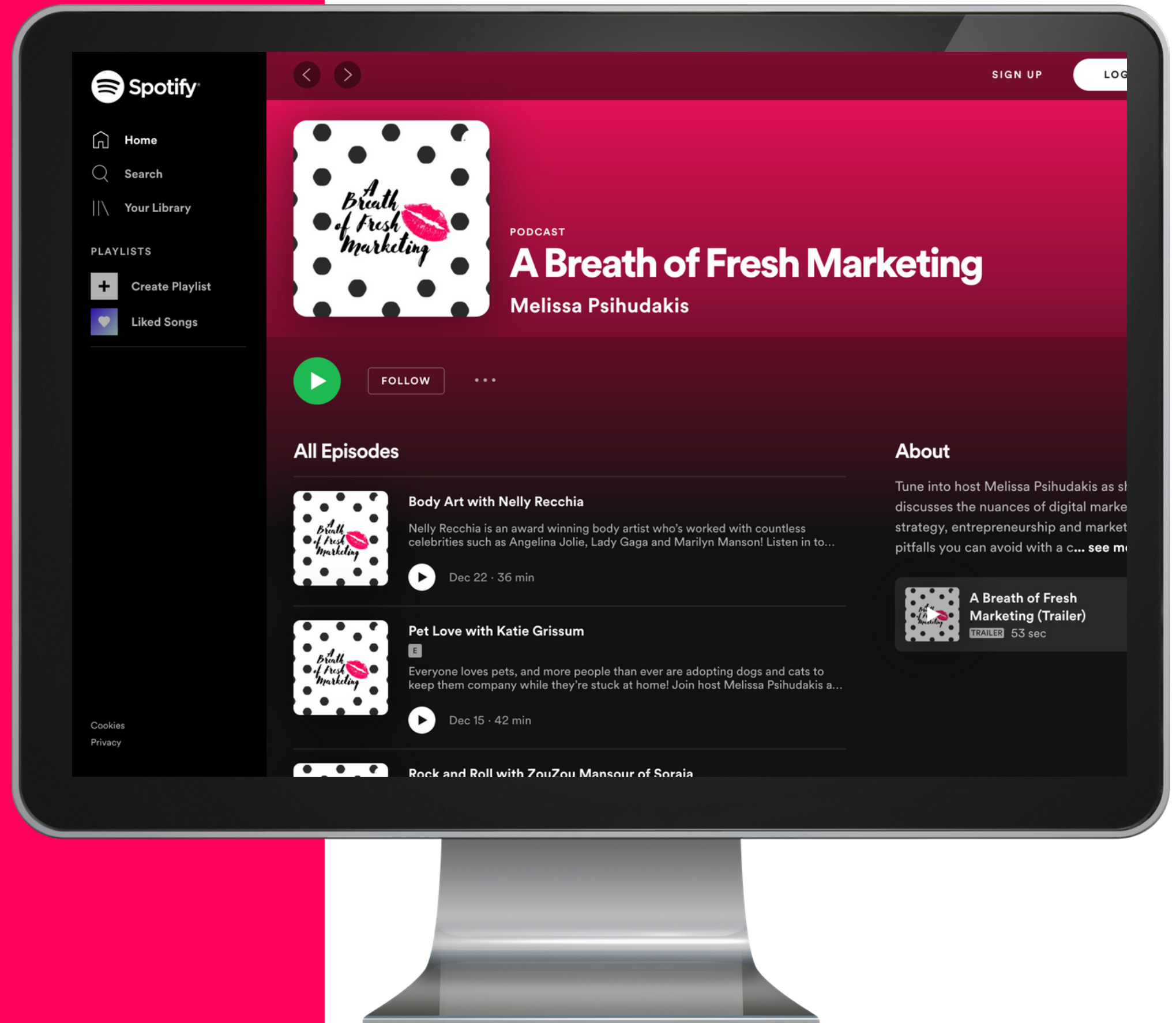
Our Podcast: A Breath Of Fresh Marketing

- About
- Logo
- Website Promotional Designs

A Breath of Fresh Marketing

About:

Tune into host Melissa Psihudakis as she discusses the nuances of digital marketing, strategy, entrepreneurship and marketing pitfalls you can avoid with a comedic flair. Don't be bored listening to the same mundane marketing stuff when you can be entertained with her fun guests!



Logo Design:

A Breath Of Fresh Marketing Logo



Website Promotional Designs



A circular logo with the text "A Breath of Fresh Marketing" and a red lipstick smudge is in the top left. To its right is a portrait of a woman with long brown hair wearing a yellow top. The background is black with a pink wavy border at the top.

Tune in on November 10th for our next guest from Dancing with the Stars!!

BRITTANY CHERRY

WRM
WEB ROCKET MEDIA



A circular logo with the text "A Breath of Fresh Marketing" and a red lipstick smudge is in the top left. To its right is a collage of images featuring a woman in various costumes, including one with a mask and another with a large headpiece. The background is black with a pink wavy border at the top.

Tune in on December 22nd for our next guest. Award Winning Body Artist.

NELLY RECCHIA

WRM
WEB ROCKET MEDIA



A circular logo with the text "A Breath of Fresh Marketing" and a red lipstick smudge is in the top left. To its right is a photo of a man in a black shirt and tie playing a xylophone. The background is black with a pink wavy border at the top.

Tune in on January 12th for our next guest. Musician & Entertainer known for the RimbaTubes.

SNUBBY J

WRM
WEB ROCKET MEDIA



A circular logo with the text "A Breath of Fresh Marketing" and a red lipstick smudge is in the top left. To its right is a portrait of a woman with long dark hair. The background is black with a pink wavy border at the top.

Tune in on November 24th for our next guest. Comedian, actress, and writer

CARMEN LYNCH

WRM
WEB ROCKET MEDIA



A circular logo with the text "A Breath of Fresh Marketing" and a red lipstick smudge is in the top left. To its right is a photo of a four-piece hard rock band standing outdoors. The background is black with a pink wavy border at the top.

Tune in on December 8th for our next guests. The Philadelphia-born hard rock band

SORAIA

WRM
WEB ROCKET MEDIA



Section Two: Client Work

Autumn is here and change is coming!

We are getting close to a new year which means fresh beginnings.

There is so many ways to build your clients list for your practice and I want to personally help you. Here at Start My Marketing we only give you high-quality leads that will be worth your time. With the leads that we can provide you, you will be able to reach hundreds of new clients. A BONUS with us is that our sister company can help you with you marketing strategy as well. It's like a 2-in-1 and who wouldn't new clients and the opportunity for a new marketing strategy! 2021 is the year for change and what better way than to get started now!

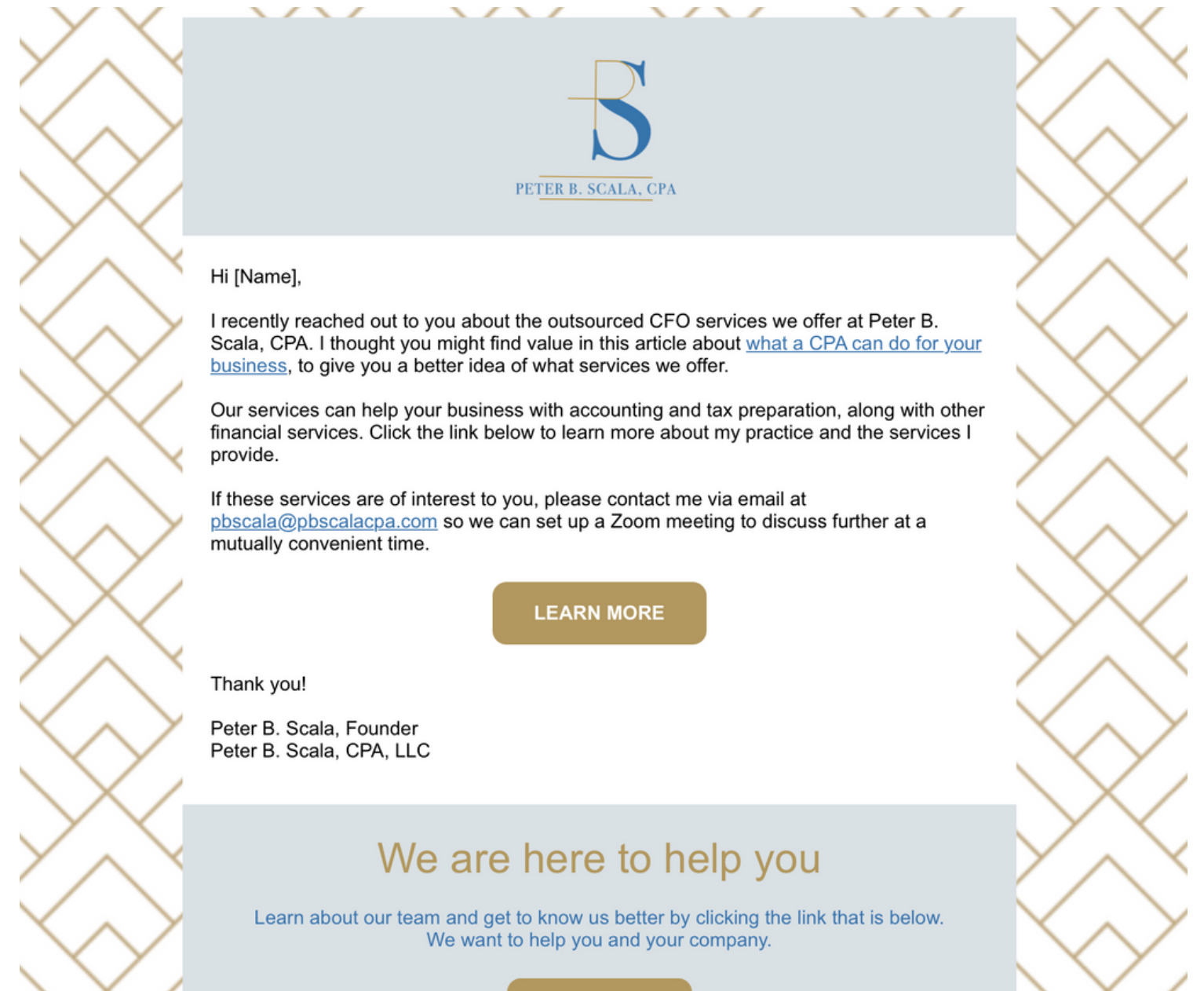
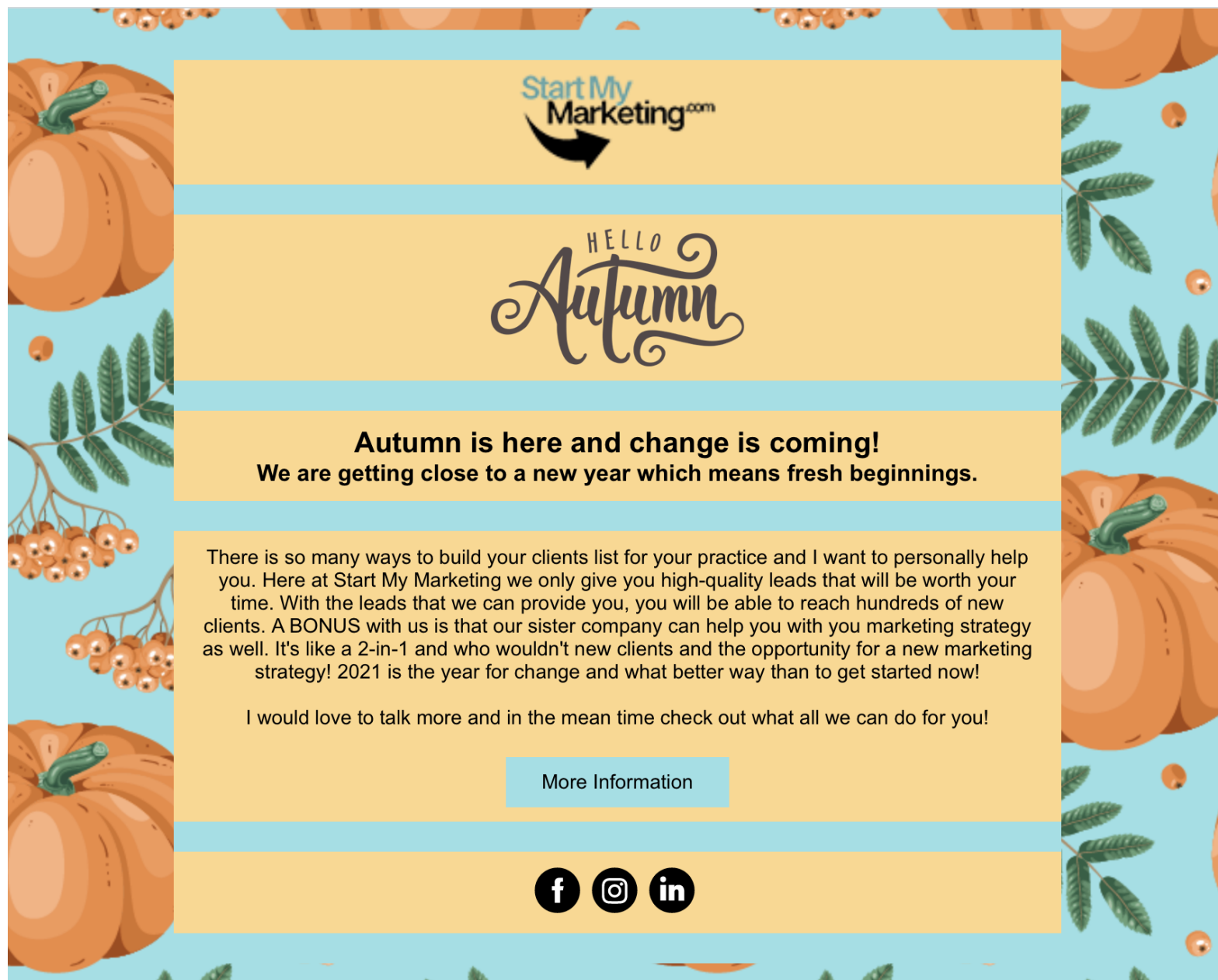
Explore examples of designs for our clients.

- Email Marketing
- Email Drip Campaigns
- Landing Pages
- Logos



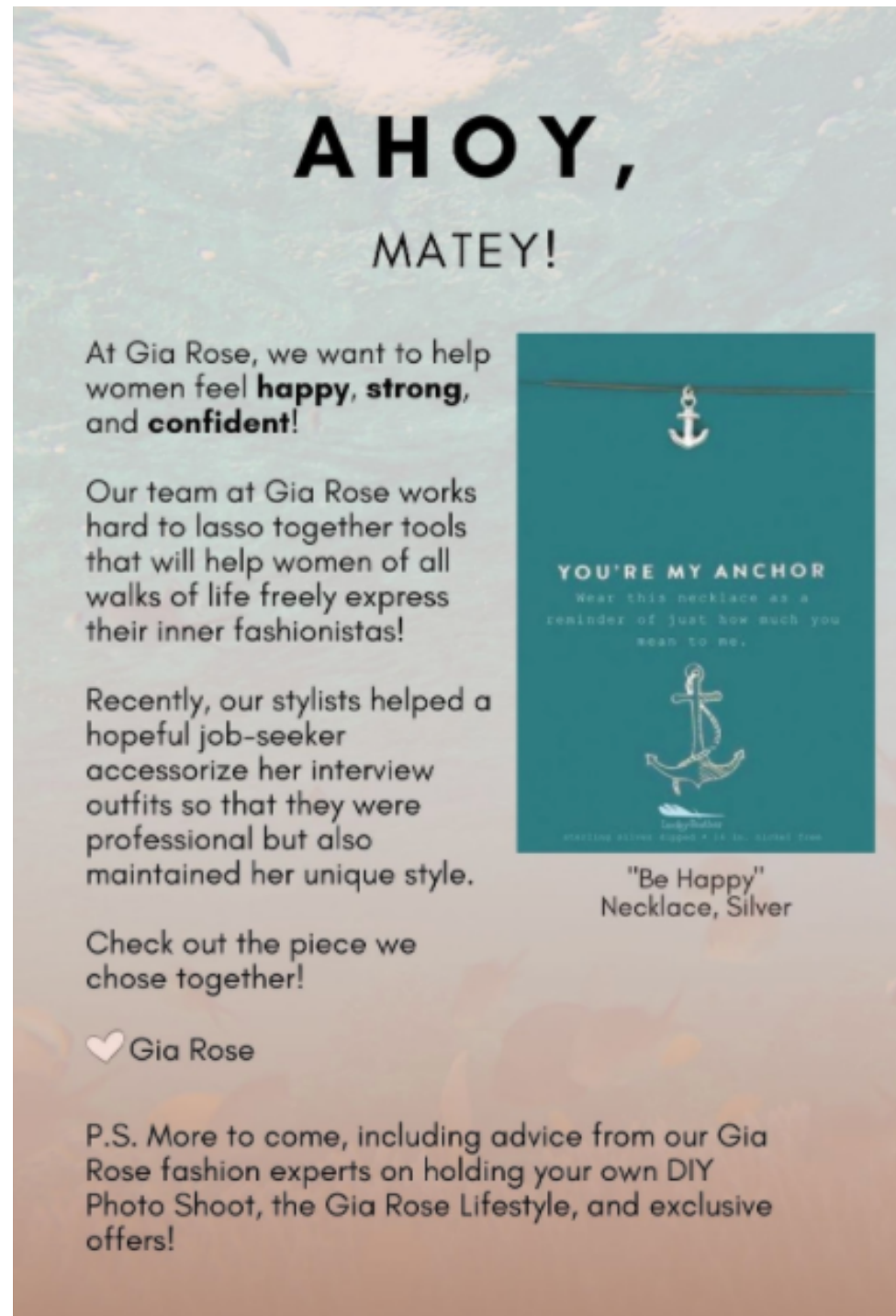
Email

Boosting Our Clients' Presence Through Email



Email Drip Campaigns

Drip campaigns let you create workflows that work smarter and harder, so you can focus on running your business.



Email #1:

Subject: Who is Gia Rose? + How we're helping ladies on their journey to new careers!

Preview Text: At Gia Rose, we're more than your average retail shop.

Ready to try the Gia Rose treatment experience?
Use this code for 15% off your first order:
HELLOGIA15-N2020



Email #2:

Subject: *|Camera Emoji|* Hey *|FNAME|*, it's time for your DIY photo shoot!

Ready to try the Gia Rose treatment experience? Use this code for 15% off your first order: **HELLOGIA15-N2020**

Email Drip Campaigns

Drip campaigns let you create workflows that work smarter and harder, so you can focus on running your business.

BEYOND SHOPPING

At Gia Rose, we believe in **giving back!** Currently, a part of the proceeds from your shopping adventures with us are dedicated to helping Morgan & Bethany, who are working to provide help **vulnerable communities in South Asia.** We're so proud to be a part of the amazing global community of kindhearted women & men, and we're so happy you've decided to join us in our journey to making the world better!

♥ Gia Rose



Email #1:

Subject: Who is Gia Rose? + How we're helping ladies on their journey to new careers!

Preview Text: At Gia Rose, we're more than your average retail shop.

Ready to try the Gia Rose treatment experience? Use this code for 15% off your first order: HELLOGIA15-N2020

HELLO LOVELY!



Did you know that in addition to giving back to our global community, Gia Rose also gives back to our awesome tribe of fashionistas?

In addition to enjoying our role in making your shopping experience as seamless and worry-free as possible, we also love it when you're having fun and feeling rewarded when you shop with us.

So, we have built a program for our favorite fashionistas in the world. See the details below!

Email #2:

Subject: *|Camera Emoji|* Hey *|FNAME|*, it's time for your DIY photo shoot!

Ready to try the Gia Rose treatment experience? Use this code for 15% off your first order: HELLOGIA15-N2020

Landing Pages

What You Need to Know To Thrive In These Uncertain Times



Summary

Please join us on Thursday, May 14 at 1 PM EST

We will give you the tips you need to know now to recover and thrive in these uncertain times.

We Will Cover:

- Is working from home secure?
- 5 Steps you can take to work securely form home
- How to run a remote office environment

About the Speaker:

Dan Fusco is the founder of InnerPC Computer Solutions, a New York City IT support company based in New York City. This type of service is also known as a managed services IT provider.



Due to COVID-19, many employers are now asking their employees to work from home. This new situation presents many challenges, including how to work from home both securely and productively. Get 5 helpful tips will help you and your company work remotely securely and productively, followed by Q&A.

Overview

Date: Thursday, May 14

Time: 1 PM EST

Duration: 1 hour

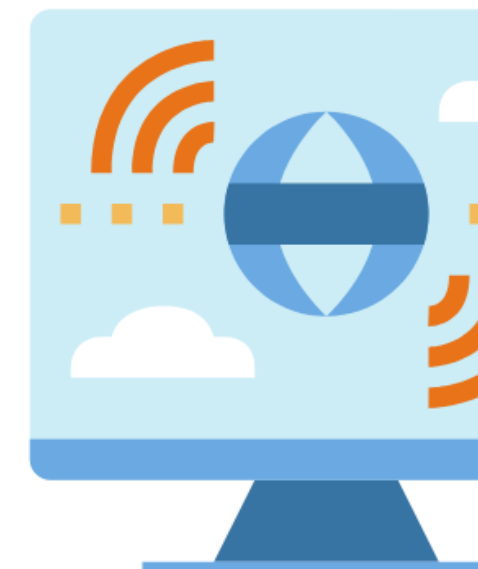


Register Now


[Already Registered?](#)

*Denotes required.

REGISTER



Landing Pages



To find out more about JamLoop and how we can help your business, fill out the form below.

Full Name*

Email*

Phone*

Company Name


SUBMIT

OR

You can call on: [925.322.0461](tel:925.322.0461)

What is CTV advertising?

CTV refers to an internet-enabled TV screen, whether that is through a smart TV or a device that connects a traditional TV to the internet, like a Roku, Amazon Fire Stick, Apple TV or Xbox. CTV content is professionally produced, broadcast-quality content and encompasses both on-demand and live video. You may have heard OTT and used CTV interchangeably because they are complementary terms that represent the new way that we consume TV; OTT is the streaming service itself, while CTV is simply the screen type (the big one in your living room!) that you watch the TV on.













Want to learn more about CTV and OTT? Check out our [blog](#).




Want to learn more about CTV and OTT? Check out our [blog](#).

PARTNERS

We partner with the industry's best to offer this comprehensive, cutting-edge platform.

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Client Logo Designs



Client Logo Designs

