



April, 2021

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TIPS FOR GIVING YOUR MARKETING A SPRING CLEANING

Written by Web Rocket Media



Spring is all about new things, so this is the time to evaluate some of your current marketing strategies and clean out the old ones that might not be working anymore. These tips can give you some new ideas when you do a spring cleaning of your digital marketing.

1. Embrace TikTok

If your brand creates products or offers services that can be quickly described or explained, creating TikTok videos can be a great way to extend your marketing reach. You can make small product-in-use videos, tips related to your brand, and more. It is a good chance to get creative.

2. Focus on Retention

To help keep your current customers and retain old customers, launch an email marketing campaign. This feels more personal than an ad in their newsfeed, and email engagement is huge. Promotional emails can make a difference here.

3. SMS Marketing

Have you tried to use text message marketing in the past? It can be a highly effective marketing tool that allows you to send your customers special promotions and more. If you have difficulty getting people to sign up for text messaging, try offering a discount code in exchange for opting in. Consumers are 35 times more likely to open a marketing text message than a marketing email (Sinch).

THE LATEST GOOGLE ALGORITHM UPDATES

In March, Google released its new mobile-first algorithm, which focuses on indexing pages mobile-first. This means that if your site is not currently optimized for mobile-first, you might see a change in your rankings from this update.

The next large Core Update is scheduled for May, so we will be seeing some significant changes next month. This is a good time to do an SEO wellness check on your site to ensure everything looks good before this large update makes any changes.



VIDEO MARKETING

- 93% of brands gain new customers from social media videos.
- 83% of marketers say video helps with lead generation.
- 84% of people have been convinced to buy a product after watching a brand's video.



FEATURED BLOG POST

Our featured blog post for this month is "Do Social Signals Really Impact SEO?"

"In the world of digital marketing, social media and SEO are two topics that tend to dominate the conversation and leave business owners frantically searching for new strategies to improve their brand's overall performance. Now, the most pressing question becomes, are social media signals and SEO two separate issues, or are they intrinsically connected?"

[Read more.](#)



Recently, Melissa talked with Brandon Tobias, a modern esoteric practitioner who uses astrology, tarot, and channeled intuitive guidance to help his clients and followers align with their greatest potentials.

Tune in to our weekly podcast, [A Breath of Fresh Marketing](#), where host Melissa Psihudakis chats with some exciting guests and brings some fun to the world of marketing.



MARKETING INSPIRATION OF THE WEEK

"The beauty of developing a video marketing plan is that you are making it easier for the viewer to be exposed to the information you are trying to communicate."
- Chris Sandoval



BEHOLD: THE DIGITAL MARKETING EVOLUTION OF 2020

Since technology is frequently evolving, the world of digital marketing has to change with it. This ebook on digital marketing highlights the different facets of digital marketing and covers what you need to make a winning strategy. You can [download](#) "Behold: The Digital Marketing Evolution of 2020" for free today!



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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