



March, 2021

Call for More Information: (800) 449-7250

MARCH MARKETING MADNESS!

Written by Web Rocket Media



1. Celebrate Spring

By now, you are probably few up with winter, and so are your customers. March 21 marks the beginning of spring, so celebrate it. You can have spring sales, winter clearance promotions, introduce new spring-themed products, and social media campaigns that promote the beginning of spring.

2. Work Tax Season Into Your Messaging

March and April are tax season, so this is a good time to work tax returns into your messaging. You can offer coupons that are good until a few weeks after the 15th, so they have time to get their tax returns.

3. Women's History Month

March is Women's History Month, so work something about that into your marketing. You can honor women from your industry or business on your social media or even women in your business.

THE LATEST GOOGLE ALGORITHM UPDATES

One Google Algorithm update on February 19th has shown a decline in featured snippets by about 7.5 percent. Google seems to be showing less of them in search results.

There was also an update around February 26th that showed some large shifts in local rankings, both in Google Maps and Google Local. The entire scope of this update is currently unknown, but if you see changes to your local rankings, this update is the cause.



SOCIAL MEDIA CUSTOMER CARE

- 54% of consumers prefer help on social media.
- 60% of customers who complain on social media expect a response within 1 hour.
- It is 83% cheaper to solve customer issues on social media than through a call center.



FEATURED BLOG POST

Our featured blog post for this month is "Why Invest in Digital Marketing and How it Makes Sense for Most Businesses."

"Global e-commerce is expected to increase in the foreseeable future. In 2019 e-retail sales worldwide amounted to \$ 3.53 trillion. By 2022, that number will almost double to \$ 6.54 trillion. This is a fivefold increase since 2104. The moral of this story: if you have a retail business, it pays to have an online presence." [Read more.](#)



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.



Recently, Melissa talked with **Mackenzie Sweeney**, a renowned **Productivity Coach and Business Efficiency Expert** who has worked with countless individuals and companies to bridge the gap between innovation and implementation.

MARKETING INSPIRATION OF THE WEEK

"Today, complainers – haters are the canaries in the coal mine. They are the early warning detection system for your business."

–Jay Baer



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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