



May, 2021

Call for More Information: (800) 449-7250

MAY MARKETING TIPS

Written by Web Rocket Media

1 Messaging Apps

Social messaging apps are an excellent outlet for talking to your customers and engaging with them. These are also excellent ways of providing more efficient customer service, which is important to consumers these days.

2. Pinterest Lens

The Pinterest Lens is a visual search tool that lets users take a photo and find out where it is on sale online or look up boards with similar products on them. It already has seen millions of searches since its launch, so optimizing your photos on your site is more important than ever.

3. Browser Push Notifications

Push notifications have been on the rise in the last year because they have a high open-rate, and they are a great way to bring back customers who left things in their carts or have not visited your site in a while.

THE LATEST GOOGLE ALGORITHM UPDATES

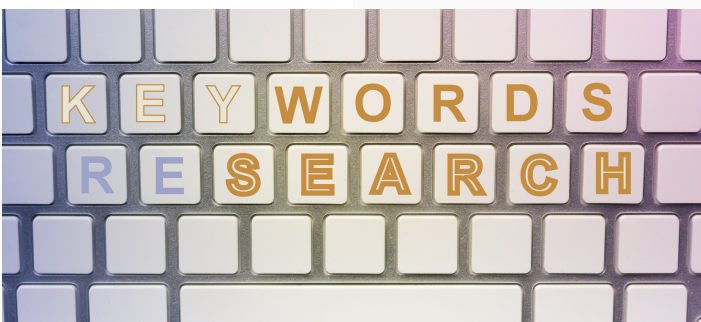
In early April, Google released an update called the Google product reviews update. According to Google, the update looks at the content in reviews, rewarding those that have insightful content and product research because they know that people prefer those when researching products before they buy them.

While some may call this a Core Update, it is not. The next Core Update is scheduled for May, so this is an excellent time to conduct an SEO wellness check on your website to ensure everything looks good before the Core Update.



CONTENT MARKETING

- 86% of companies create blogs as part of their content strategy.
- 83% of traffic to blogs is from desktops.
- 51% of marketers say updating old blog content is one of the most efficient tactics used.



FEATURED BLOG POST

Our featured blog post for this month is “Choosing Keywords for PPC Campaigns is Like Building a Marketing Foundation.”

“One of the oldest and most enduring ways to advertise online is pay-per-click campaigns, it is important to note that there are two kinds. One is where someone gets paid every time an internet user clicks on a web-based ad or other clickable terms. The other works well with content such as blogs. In these instances, the PPC is a fixed rate.”
[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 Karissa Psathas, a body confidence advocate and midsize fashionista, spreading her message of self-love through TikTok.

MARKETING INSPIRATION OF THE WEEK

"Doing well with blogging is not about writing one key post; it is about performing day after day and helping a few people at a time."
– Aaron Wall



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.

WEB ROCKET MEDIA LLC

200 Broadhollow Rd, Suite 207,
Melville NY 11747

631.377.8250