



# THE OFFICIAL NEWSLETTER OF WEB ROCKET MEDIA

YOUR ONLY DIGITAL MEDIA PARTNER

June, 2021

Call for More Information: (800) 449-7250

## MARKETING TIPS

Written by Web Rocket Media

### 1. Retargeting Campaigns

Now is a great time for retargeting marketing campaigns, reaching out to old customers who have not purchased anything from you in a while. Personalize the retargeting content to help connect with the customer.

### 2. National Selfie Day

June 18 is National Selfie Day, making it a great way to leverage user-generated content from your audience. You can start a selfie contest on social media, offering gifts or discount codes for the winners.

### 3. Six Month Review

June is the halfway point in the year, making it a great opportunity to reflect on the year thus far and give your audience a preview of what they can expect from your brand for the rest of the year. If you have a big promotion coming up later this year, give a teaser for it. This is also a good time for round-up content.

## THE LATEST GOOGLE ALGORITHM UPDATES

Google delayed the Core Update scheduled for May, it will now be rolled out in June. Instead, there were eight unconfirmed algorithm updates in May, and many websites were moved drastically up and down in the search engine rankings overnight. The full effects of these smaller updates are currently unknown.

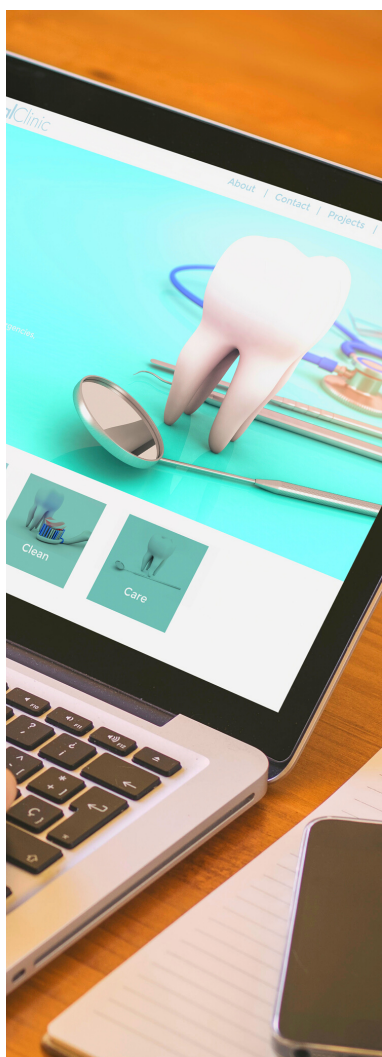


## SOCIAL MEDIA MARKETING

- 93% of Twitter users want brands to get involved in the conversation.
- 98% of digital marketers say Instagram is the best platform for influencer marketing.
- 79% of people say user-generated content on social media has a significant impact on their purchasing decisions.

## 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!



## FEATURED BLOG POST

Our featured blog post for this month is "Using Social Media Marketing to Grow Your Dental Practice - How Dentists Benefit from Today's Connected World."

"Social Media has come a long way in the past two decades. When Pew Research began tracking social media use in the U.S. in 2005, only 5% of adults used at least one social media platform. As of April 2021, a staggering 72% of Americans use at least one social media platform. Many people visit several throughout the day. It is safe to say, therefore, that social media is the place where people gather. And because these platforms contain groups of people sharing common interests in one place, it is an excellent way to market a product and/or service."

[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 Lindsay Viker, the CEO of Everyday Dishes, a cooking website for everyday busy people to help them bring out their inner chef.



## MARKETING INSPIRATION OF THE WEEK

"Social media creates communities, not markets."  
– Don Schultz



### 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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