



# THE OFFICIAL NEWSLETTER OF WEB ROCKET MEDIA

YOUR ONLY DIGITAL MEDIA PARTNER

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Call for More Information: (800) 449-7250

## MARKETING TIPS

Written by Web Rocket Media



These tips from our marketing experts can help you sharpen your marketing strategy.

### 1. Influencers

Working with influencers is a great way to get your message to your audience and to help you connect with them on a different level. You can target smaller, more specific niches with influencers too.

### 2. TikTok

This is the fastest growing social media platform right now. Using TikTok can help you reach your audience in unique ways with videos that inspire and entertain them.

### 3. Avoid Overlap

When you set up your paid ad campaigns, try to avoid making them fight for the attention of the same audience. Target slightly different demographics with each ad to extend your reach instead.

## THE LATEST GOOGLE ALGORITHM UPDATES

Google introduced Google Search Console Insights in July, a new tool that shows how content is performing, including how long people are staying on a page and the date that Google found new content. It will also give you the number of links to your site and the newest links as they become available. The new tool also has data on people who interact with your company on social media.



## CONTENT MARKETING

Content is still one of the most important parts of a digital marketing strategy, but if you do not share it on social media, the "fire" will not spread.

- 94% of marketers distribute content on social media.
- 86% of companies create blog content.
- 70% of marketers actively invest in content marketing.



## BEHOLD: THE DIGITAL MARKETING EVOLUTION OF 2020

The world of digital marketing changes frequently as new technologies and trends emerge. This ebook on digital marketing shows you the many facets to a solid digital marketing strategy in 2020. You can download "Behold: The Digital Marketing Evolution of 2020" [here](#) today!



## FEATURED BLOG POST

7 Content Writing Tips for Beginners... From the Pros."

"Considering embarking on the journey of becoming a content writer, or simply trying to revamp the content on your site to make it a bit more compelling? Either way, don't be content with subpar content—instead, follow these content writing tips to go from beginner level to pro status in no time at all."

[Read more.](#)



Web Rocket Media is proud to announce our new podcast, [A Breath of Fresh Marketing](#)

Recently, we hosted **Holden James, a country singer and songwriter from Nashville, Tennessee.** Learn about Holden's work with **2 Black Dogs/Sony ATV**, the record he's working on, and more!



## MARKETING INSPIRATION OF THE WEEK

"Content is fire; social media is gasoline."  
–Jay Baer.



## WEB ROCKET MEDIA'S RESPONSE TO COVID-19

At Web Rocket Media, we know COVID-19 has affected every aspect of our lives. Many people are feeling alone right now, so we have decided to [donate](#) videos to everyone out there to remind you that things will get better. Your video can be for anyone in your life who needs a reminder that someone out there cares and wants to bring a smile to their face.

All you need to do to receive your video is send us some photos and some information about who this is for, and our awesome video department will do the rest. Things will get better and #wewillbeatthis.

For more information on our video project, you can visit our [blog post](#) about the project.



### 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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