

## HOLIDAY MARKETING TIPS

Written by Web Rocket Media

While the COVID-19 pandemic has made this holiday season slightly different from most, it is still an important time of year for marketing. These tips from our experts can help you navigate this holiday season.

### 1. Audit old holiday campaigns.

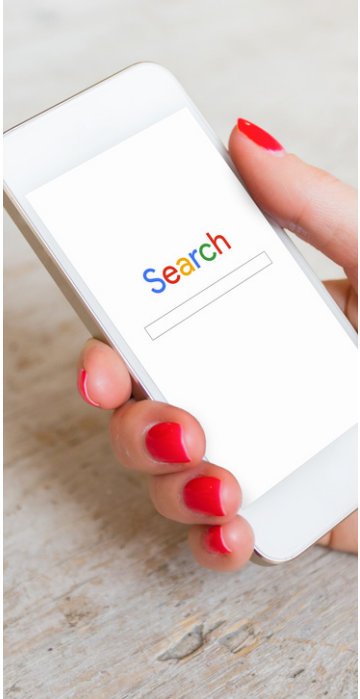
Look at the statistics from your holiday campaigns in 2019 and 2018. While the world is a much different place now, you can still see how your previous strategies worked and learn from them. Also, compare your customer data between this year and last to see what the differences are. This can help you determine your holiday message for this year.

### 2. Keep it simple.

Go back to the basics for your holiday messaging. Give the audience the outcome of using your product or service, the benefit they will get from it, and the emotion behind it.

### 3. Avoid false urgency.

The fear of missing out (FOMO) is a standard marketing tactic, but try to create a real reason your customers need to buy from you this year. Incentivize your buyers to visit your store. You might only hold a special sale once a year, and this is the time; that can compel someone to buy. Donating some of your profits to a good cause is another reason to drive people to buy.



## FEATURED BLOG POST

Our featured blog post for this month is "Do Google Business Posts Help SEO or Are They Totally Unrelated?" "Google My Business helps companies and small businesses manage their online presence through search and maps. This is extremely helpful if you have a brick and mortar store, because your potential customers can not only find you online, but your physical space, too."

[Read more.](#)



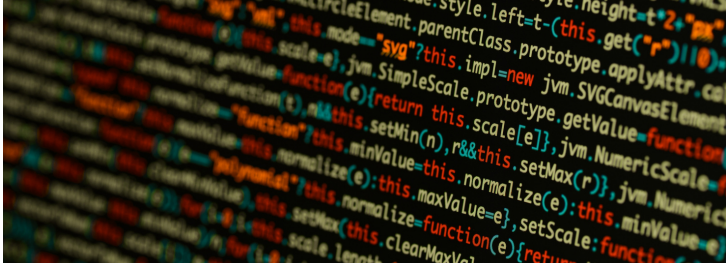
Web Rocket Media is proud to announce our new podcast, [A Breath of Fresh Marketing](#)

Recently, Melissa talked with ZouZou, the front-runner of the Philadelphia-based rock band, Soraia. ZouZou shared stories about life, music, and her inspiring journey to become a rockstar!



## THE LATEST GOOGLE ALGORITHM UPDATE

While there was a lot of speculation about Google Algorithm Updates in November, the search giant has not confirmed any updates.



## INFLUENCER MARKETING

Employing influencers has become a popular digital marketing tactic because consumers often feel that ads from influencers are more authentic than from brands themselves. Look at these statistics on influencer marketing:

### Why use interactive content?

- 90% of consumers trust peers and strangers on social networks, but only 15-18% trust brands.
- 89% of brands that use influencers say their ROI is comparable to their other marketing channels, if not better.
- 78% of marketers find the best results from influencer marketing on Instagram.

## MARKETING INSPIRATION OF THE WEEK

"True influence is about leveraging authenticity."  
 -Unknown



## CLIENT SPOTLIGHT: READY BABY

Our client [Ready Baby](#) has recently launched their online store! Ready Baby has everything you need for children, from newborns to toddlers, as well as maternity and postpartum products for mom. Visit their site to learn more!



## 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!



**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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