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2021

MARKETING TIPS FOR THE NEW YEAR

Written by Web Rocket Media

The COVID-19 pandemic shook up the marketing landscape in 2020. These tips can help you start the new year out right.

1. Embrace Voice Search

Voice searching is continuing to grow, and it is not showing any signs of slowing down any time soon. Invest in SEO for voice searches to stay ahead of the competition.

2. Interactive Content

Including interactive content on your social media and your website is a great way to connect with your audience. You can use augmented reality, little interactive games, quizzes, interactive videos, contests, and more. All of these will allow you to connect with your audience on another level.

3. Holiday Roundup Posts

The holidays are over, but you can still get some use out of them this month. You can give tips for cleaning up after the holidays, create photo contests related to holiday gifts, and share moments during the holiday season that your company or employees had through photos, videos, and more.

THE LATEST GOOGLE ALGORITHM UPDATE

In December, Google did a Core Update, one of the ones they conduct a few times a year. The December 2020 Core Update, like all core algorithm updates, was broad and impacted pretty much every industry in some way, whether good or bad. Many sites that were affected negatively in the May 2020 Core Update saw some improvement. YouTube got a large visibility boost in this update, as did Facebook, LinkedIn, and eBay. The full scope of the update is not fully known yet, as it can take a couple of weeks for the impacts of a Core Update like this one to be analyzed.

VIDEO MARKETING



Video marketing is going to continue being a popular form of digital marketing. Look at these statistics on video marketing:

- 54% of people want more video content from marketers.
- 85% of businesses use videos for marketing.
- Total internet video traffic is projected to make up 80% of all internet traffic in 2021.



FEATURED BLOG POST

Our featured blog post for this month is “Are Abandoned Cart Emails Transactional or Marketing in Nature? How Should We Approach them?”

“Abandoned cart emails are sent when you have a customer that has added items from your online store to their cart but doesn’t end up completing their purchase. When this happens, you can send an abandoned cart email if you’ve already got their email address.”

[Read more.](#)



Recently, Melissa talked with Nelly Recchia, an award-winning body artist who has worked with celebrities like Angelina Jolie, Lady Gaga, and Marilyn Manson! Nelly shares everything about the intimate and majestic craft of body art.

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



MARKETING INSPIRATION OF THE WEEK

“Video informs and entertains people and, good or bad, today most people prefer to watch a video rather than read a page of text.”

–Lisa Lubin



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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