



THE OFFICIAL NEWSLETTER OF WEB ROCKET MEDIA

YOUR ONLY DIGITAL MEDIA PARTNER

July 2020

Call for More Information: (800) 449-7250

MARKETING TIPS

Written by Web Rocket Media



It's always a good time to work on sharpening your marketing strategy. These tips can help get you going.

1. Weekly Hashtag Themes

If you are trying to build your following on social media, joining the weekly social media themes can help. Posting on #ThrowbackThursday or #TipTuesday can help your brand look fun and gain followers.

2. Photo Contest

With so many people staying home because of the COVID-19 pandemic, encouraging some fun user-generated content can get you more exposure. Come up with a contest theme that works within the limits of the pandemic and offer some fun prizes that are digital or can be mailed. You'll end up with user-generated content to implement in later marketing plans.

3. Infographics

Visual content is popular, and infographics are a great asset to deploy. Creating infographics may sound difficult, but there are a lot of templates available that can help guide you.

THE LATEST GOOGLE ALGORITHM UPDATES

Google released an update in late June that gave boosts in the rankings for many governmental sites; it appears the algorithm is bumping authoritative sites up in the rankings. While it was mostly .gov and .org sites that received this boost, some other sites received it as well.



SNAPCHAT MARKETING

Snapchat is a social media platform that many people forget about since it does not function like other platforms. With the number of users on Snapchat, marketers need to begin utilizing this platform.

Why Use Snapchat?

- Snapchat has six different advertising formats available.
- It has 229 million active daily users
- There are over four billion Snaps per day



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

Our featured blog post for July is "Can Influencer Marketing Benefit Your Small Business In 2020?"

"The number of ways a small business can find success through digital marketing continues to grow as customers spend more of their time online or at-home. If your business isn't taking advantage of all these different marketing channels, you'll quickly fall behind your competition."

[Read more.](#)



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

Recently, we hosted **Yelena Friedman** who creates high school parody videos on TikTok and has over 116,000 followers. Learn how an aspiring actress found her claim to fame on this social network.



MARKETING INSPIRATION OF THE WEEK

"Successful companies in social media function more like entertainment companies, publishers, or party planners than as traditional advertisers."
- Erik Qualman



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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