



# THE OFFICIAL NEWSLETTER OF WEB ROCKET MEDIA

YOUR ONLY DIGITAL MEDIA PARTNER

June 2020

Call for More Information: (800) 449-7250

## MARKETING TIPS TIPS FOR YOUR DIGITAL MARKETING DURING THE CORONAVIRUS

Written by Web Rocket Media

While you are sheltering in place, this is a great time for you to work on your digital marketing strategy. Here are a few tips to help you connect with your audience and sharpen your marketing strategy.

### 1. Gamification

People are bored being stuck at home right now, so creating a small interactive game can help you connect with your audience. It does not have to be a huge or complicated game, but something that they would enjoy playing can help you better connect with your audience and gain new customers.

### 2. Social Media

Right now, people are spending more time on social media than normal, making it one of the most important things to help you connect with your audience. Share content that is meaningful and significant to them. It is important to be sensitive to what is happening in the world as you engage your social media.

### 3. Pay-Per-Click (PPC)

PPC marketing campaigns are perfect for your strategy right now. Not only are people spending more time with their screens, but the average cost per click has decreased and you can list products in Google Shopping for free right now.

## THE LATEST GOOGLE ALGORITHM UPDATES

Google released a broad core algorithm update in early May, which is one of the big updates they do only a few times a year. This update is an expertise, authority, and trust (EAT) update where they assess the quality of content on a website. Pages with thin content seem to be having a harder time staying up in the SERPs. When there's a search with multiple intents, the weaker pages seem to have lost their ranking. Local searches seem to have improved.

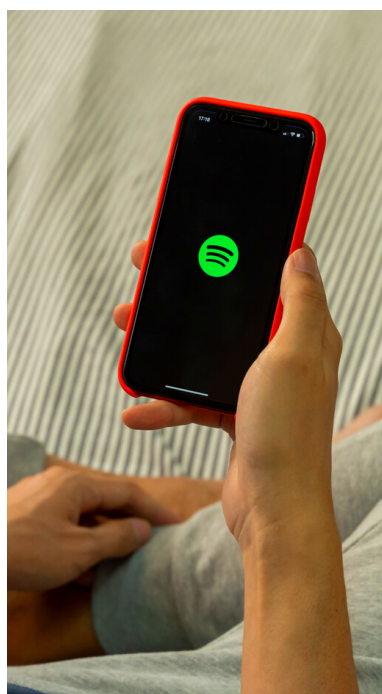


## PODCASTS

Podcasting has become a popular part of digital marketing. While it may not be for everyone, if you have the right topic and the right host, you can extend your reach with this medium.

### Why use podcasts?

- 100 million people are reached by podcasts every month.
- There are over 30 million episodes of podcasts.
- 75% of people are familiar with podcasts.
- 36% of women and 39% of men listen to monthly podcasts.



## FEATURED BLOG POST

Our featured blog post for June is Marketing With Spotify: Giving Your Brand a Unique & Exciting Touch

"In today's digital world, leads can be found anywhere and everywhere. For small businesses, that means getting creative with your marketing strategies and finding exciting ways to increase brand exposure — even if that means introducing your marketing team to Spotify."

[Read more.](#)



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

Recently, we hosted Gelsey Laurie. She is currently in quarantine with her dad and together they are reenacting scenes from famous movies using TikTok.



## MARKETING INSPIRATION OF THE WEEK

"The medium of podcasting and the personal nature of it, the relationship you build with your listeners and the relationship they have with you—they could be just sitting there, chuckling and listening... there's nothing like that."—Marc Maron, host of WTF with Marc Maron



## 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.

## WEB ROCKET MEDIA LLC

200 Broadhollow Rd, Suite 207,  
Melville NY 11747

631.377.8250