

# THE OFFICIAL NEWSLETTER OF WEB ROCKET MEDIA

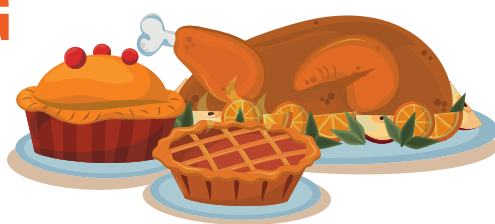
YOUR ONLY DIGITAL MEDIA PARTNER

November 2020

Call for More Information: (800) 449-7250

## MARKETING TIPS

Written by  
Web Rocket Media



### 1. Update your Google Business profile.

The holidays are quickly approaching this month, so updating your profile will let your customers know what changes in your hours to anticipate. If you are a retailer, add your hours and any safety guidelines you plan to enforce on Black Friday or Small Business Saturday.

### 2. Give thanks and give back.

This year has been especially rough with the COVID-19 pandemic, so giving thanks in your marketing or giving back to the community can be a great addition to your marketing strategy. You can run food drives, fundraisers, or other promotions to give back.

### 3. Do a retargeting campaign.

The holiday season is a great time to put together a retargeting campaign. Follow up with customers who left items in their carts and did not check out. Email old customers with enticing offers to bring them back to your site.

## THE LATEST GOOGLE ALGORITHM UPDATES

Google did not have any substantial updates in October, but there were some minor updates:

- There was a bug fix in the middle of the month, fixing an indexing issue that began after a September update.
- Businesses saw some improvements in their rankings in the health, legal, and financial sectors.
- Around October 28, there is an unconfirmed update that Google adjusted the rankings to give preference to authoritative sites. It is speculated this was because of the November 3 election in the US.



## EMAIL MARKETING

Email marketing continues to be a vital piece of a digital marketing strategy, so sharpening up your email strategy is essential.

- 80% of marketers reports increases in email engagement this year.
- Consumers are 50% more likely to open an email with a personalized subject line. Only 2% of emails use personalization.
- 66% more emails opened on a phone are read for longer than eight seconds.



## FEATURED BLOG POST

Our featured blog post for this month is "What Are Target Market Strategies? What Does That Mean?"

"If you own a business that needs customers to make profits, it is a good idea to know target market strategies. What does this mean? As marketing tools, these strategies are specifically designed to attract your target customers."

[Read more.](#)



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

Coming up on November 10 at 9 pm EST, Melissa will be chatting with Brittany Cherry from Dancing with the Stars! This is not an episode you will want to miss.



## MARKETING INSPIRATION OF THE WEEK

"Your goal should be to own quality time in your customer's inbox."

- Drew Davis.



## 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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