



# THE OFFICIAL NEWSLETTER OF WEB ROCKET MEDIA

YOUR ONLY DIGITAL MEDIA PARTNER

October 2020

Call for More Information: (800) 449-7250

## MARKETING TIPS

Written by Web Rocket Media



### 1. A Brief History

People like to get to know a brand, and part of that is knowing the roots of the company. Put together a brief history of your brand and how it started, or a brief history of something that is linked to your brand. For example, if you are a clothing store, share a brief history of certain clothing items, like t-shirts or khakis.

### 2. Halloween DIY

Halloween is a popular holiday and the most important one in October. DIY content is also wildly popular, so combining the two makes perfect sense.

### 3. Halloween User-Generated Content

Put together a Halloween photo contest on your social media. You can have it be for costumes, pumpkins, or something else related to your brand. This can help you gain brand awareness on social media and extend your reach.

## THE LATEST GOOGLE ALGORITHM UPDATES

There have been a lot of changes to the Google algorithm in the last month.

- BERT is now being used to fact check news stories.
- Google can now detect breaking news in a few minutes, as opposed to the 40+ minutes it used to take.
- Google changed its auto-complete policies about elections.
- Google is working closer with Wikipedia to find and remove vandalism that may be used in Google knowledge panels.

## BRANDING AND TRUST

Your consumers need to be able to trust you, which means you need to build relationships with them. If they don't trust you, it can be almost impossible to get long-lasting relationships with your customers.

- 86% of consumers say that authenticity is important when they decide what brands to like and support.
- 66% of consumers say transparency is one of the most important qualities for a brand.
- 77% of consumers will buy from brands that have the same values as them.



## 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 this month is "How to Add Google Search Console to Google Analytics."

"Google Search Console is a tool created by Google to help you measure your website's search traffic and performance, generate reports, fix issues, and help rank higher in Google's search results."

[Read more.](#)



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

Recently, we hosted Dr. Viviana Coles, from the hit Lifetime series **Married at First Sight!** Coles is an accomplished **Psychotherapist** who has helped countless couples put the spice back into their relationships.



## MARKETING INSPIRATION OF THE WEEK

"Marketers need to build digital relationships and reputation before closing a sale."  
- Chris Brogan



## COVID VIDEO

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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