

TIPS FOR YOUR DIGITAL MARKETING DURING QUARANTINE FOR COVID-19

Written by Web Rocket Media

During this time of social distancing and stay at home mandates, this is a good time for work on your marketing strategy and connect with your audience. These tips can help your digital marketing strategy during the COVID-19 pandemic.

1. Interactive Content

People all over the world are now stuck at home, spending more time online, and they want content that is interesting and engaging. With interactive content, you are giving them something to engage in and something sharable to spread your digital reach.

2. Re-evaluate Brand Imagery

Since social distancing is so important now, try to be mindful of that in your brand's imagery. Avoid using visuals that have crowds, people huddled together, and large social interactions – these are all things we should be avoiding now, so using such imagery should also be avoided when you are able to.

3. Release a Statement About COVID-19

Companies have been sending out statements about their response and actions to COVID-19. It is important to let your customers know how you are responding to the epidemic, even if you are already a digital business, with no physical locations. If you are taking an active response to the pandemic, through donations or volunteering, you should include this in your statement.

THE LATEST GOOGLE ALGORITHM UPDATE

In April, Google released a COVID-19 Announcement Submission Tool in the Google Search Console. This allows "authority websites" that cannot use structured data to make announcements related to COVID-19 directly from the Google Search console. Google has explicitly said this is not for news organizations, this is meant only for health and government organizations to ensure the important information gets out sooner.

INTERACTIVE CONTENT

Interactive content is exactly how it sounds: it is content your audience can engage with on a more meaningful level. Your audience doesn't just see your content as they scroll through their social media, they pause and interact with it. This can be with 360-degree videos, virtual tours, polls, artificial or virtual reality, and even shoppable posts.

Why use interactive content?

- Every piece of interactive content is a highly shareable call-to-action, which can increase brand awareness.
- You can transform your informational leaflets and pamphlets into an interactive experience, this gets you more use out of your physical handouts and it's better for the environment.
- 93% of marketers agree that interactive content is effective for educating buyers
- 45% of marketers rate interactive content as extremely effective

MEDIA'S RESPONSE TO COVID-19 WEB ROCKET

At Web Rocket Media, we know COVID-19 has affected every aspect of our lives. We have decided to [donate videos](#) to each and every one of you to remind you things will get better. Your video can be for anyone you know who needs a reminder that they are not alone. All you have to do is send us some photos and a little information about who the video is for, and we will do the rest! We know things will get better and #wewillbeatthis.



FEATURED BLOG POST

This month, our featured blog post is "The COVID-19 Pandemic is Turning Doctors into Influencers." During the COVID-19 pandemic, doctors have turned to social media to debunk rumors, share tips on how to stay safe and properly wash hands, and shared their personal stories on how the epidemic is affecting them.

[Read more.](#)



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

Host Melissa Psihudakis discusses the marketing world with some fun guests, bringing some fun to the world of marketing. Tune in each week for new and exciting guests and marketing tips!

MARKETING INSPIRATION OF THE WEEK

"Instead of one-way interruption, Web marketing is about delivering useful content at just the right moment that a buyer needs it."

-David Meerman Scott



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!



HEALTH AND WELLNESS

Health and Wellness are important parts of life, which is why there are so many companies out there who are devoted to that. It can be hard to get your message out there while competing with other companies, but we can help. Web Rocket Media has worked with many health and wellness groups to improve their digital marketing strategy, and we can help improve yours too. [View our portfolio](#) of health and wellness organizations here and get started 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.

WEB ROCKET MEDIA LLC

200 Broadhollow Rd, Suite 207,
Melville NY 11747

631.377.8250