



THE OFFICIAL NEWSLETTER OF WEB ROCKET MEDIA

YOUR ONLY DIGITAL MEDIA PARTNER



March 2020

Call for More Information: (800) 449-7250

ESSENTIAL MARKETING TIPS FOR SMALL BUSINESSES

Written by Web Rocket Media

1. Original Research

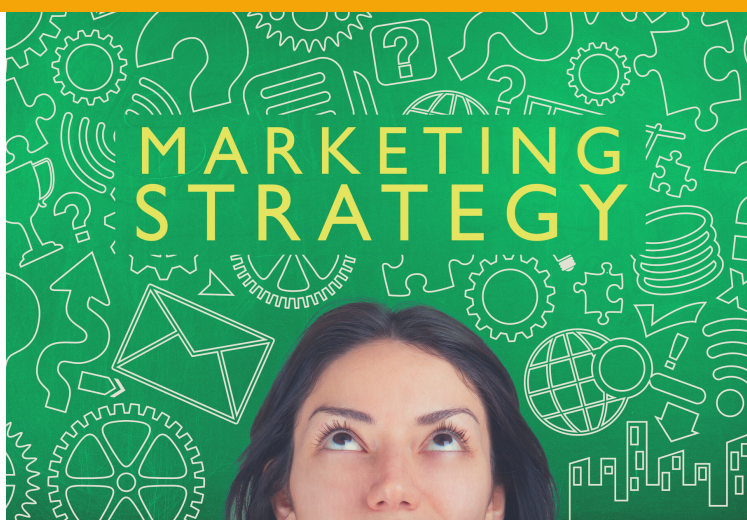
A Google algorithm update will be released this month that has the potential to make the value of guest posts drop. Work on building inbound links with original research pieces to give your brand new and exciting content that can help boost your SEO.

2. Social Media Stories

The Stories format on social media has gotten huge since Snapchat launched. Nearly half of the ads on Instagram are spent on Stories instead of posts, which suggests that this format is a successful marketing strategy.

3. Private Communities

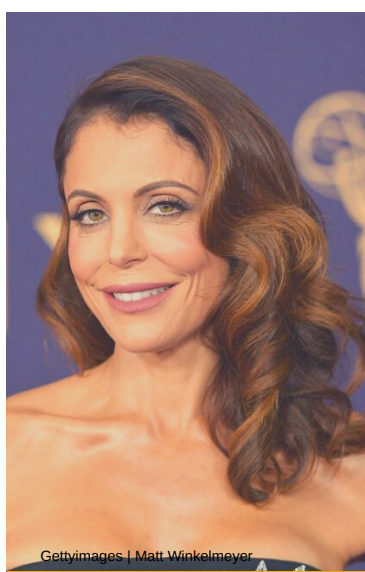
Creating Facebook Groups and other types of online communities for your brand is becoming a great marketing strategy. It allows brands to build relationships with their consumers in a meaningful way that will help grow brand loyalty.



THE LATEST GOOGLE ALGORITHM UPDATE

Nofollow links are tags to tell search engines to ignore them. As of March 1, Google is changing the way nofollow links work. They will now be treated as a hint to help Google Algorithms understand websites and it will be using them for crawling and indexing purposes. They have also added two more tags: "sponsored" to allow you to label a link as an ad, and "ugs" to indicate that something is user-generated content. These will also be used for indexing purposes.

FEATURED BLOG POST



Our featured blog post this month is Bethenny Frankel's Secrets To Success Bethenny Frankel from The Real Housewives of New York City built Skinnygirl, a multi-million-dollar company, from the ground up. She is also a producer and frequent guest of the show Shark Tank, and a New York Times bestselling author. [Read more.](#)

We are proud to announce that we have partnered with **Constant Contact**- the industry leaders in email marketing for over 20 years!

Sign up for your FREE 60 trial today!



USER-GENERATED CONTENT

User-generated content is just as its name suggests- material generated by the users themselves. This content, as opposed to brand-created content, is not a new concept; but it has become increasingly critical in recent years as consumers become more wary of blatant advertising. Read on to learn more about this critical marketing strategy and how you can use it to your advantage.

MARKETING INSPIRATION OF THE WEEK

"Content marketing is more than a buzzword. It is the hottest trend in marketing because it is the biggest gap between what buyers want and brands produce."

- Michael Brenner

WHY EXPLORE USER-GENERATED CONTENT?

- Social media is a great way to harness energy from user-generated content. Create a hashtag and share posts from your customers!
- User-generated "content" can be anything from a blog post, video, podcast, to a product review. Anything "straight from the horse's mouth" applies here.

98%

of consumers trust organic, user-generated material over traditional advertising.

61%

of users are more likely to interact with user-generated content over brand-created material.



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