

September 2020

Call for More Information: (800) 449-7250

MARKETING TIPS

Written by Web Rocket Media



1. Use data.

Sometimes marketers become too reliant on what they think is the right action that they are "supposed" to be doing. There is no one size fits all in marketing. Use the data you are collecting to decide what to do.

2. Follow abandoned carts.

If you are in the eCommerce industry, you see how often shoppers abandon a full cart. There is a system you can set up to email those customers, helping you make more sales.

3. Call-to-action!

Use strong, interesting calls-to-action that interest the viewer and make them want to learn more or check out your product. Never underestimated the exclamation point! It makes you sound excited about the product, which makes them excited to view it.



FEATURED BLOG POST

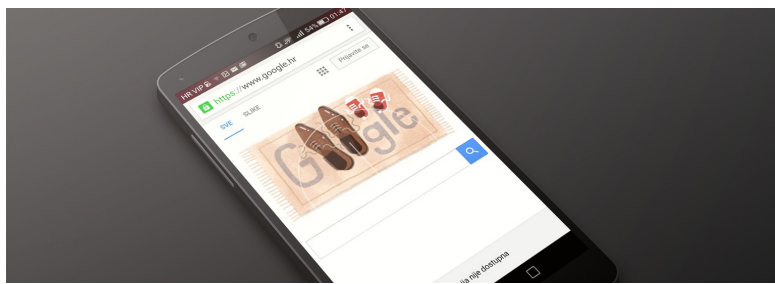
"Do Landing Pages Help SEO?"

"Optimizing your website to boost organic traffic is a no-brainer—but are you doing everything you can to get the most hits possible? In an extremely competitive market, some of the best SEO strategy thinks outside the box, capitalizing on every opportunity to attract a target audience."

[Read more.](#)

THE LATEST GOOGLE ALGORITHM UPDATES

At the end of last month, Google launched the beta for a "licensable" badge in image results. According to Google, if you provide licensing information on an image, they will display a badge over it, which you can hover on to see the license details of the image. They also added a filter so you can search specifically for creative commons images.



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

Recently, we hosted **TheSession**, an entrepreneur, private chef, vegan cookbook author, and social media influencer. He shares his story of how he came from poverty and became a well-known chef, rapper, and influencer.



DATA AND MARKETING

To have a good marketing strategy, you need accurate data that can be actionable. Use the data to drive your strategy.

- 87% of marketers consider data to be their most underused asset.
- 90.7% of marketers segment data to better target and engage the customer.
- 63% of marketers report increasingly their data-driven marketing budgets over the last year.



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!



MARKETING INSPIRATION OF THE WEEK

"Without facts and principles, data is useless."
– Bob Hoffman, Writer, Speaker, and Type A Group Partner



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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