

The Official Newsletter of Web Rocket Media

YOUR ONLY DIGITAL MEDIA PARTNER

Marketing Tips

1. Actively manage your Google Business Profile.

Your Google Business Profile — formerly Google My Business — is an important tool for your marketing. Start publishing posts on your profile, answer any frequently asked questions, reply to reviews, and share more details about your business.

2. Use email for market research.

Send your customers what they might be interested in from you. Their answers can help you learn more about your customers and what they like, improving your business. Include questions like:

- "What kind of products do you want to see more of?"
- "Why haven't you bought our products?"
- "What topics do you want to see more of?"

3. Set up automated messaging on Instagram.

You can now set up automated messaging for your business Instagram account that sets up responses to messages based on keywords.

Featured Blog POST

Our featured blog post for this month is **"Google's Latest Feature: Multisearch.."**

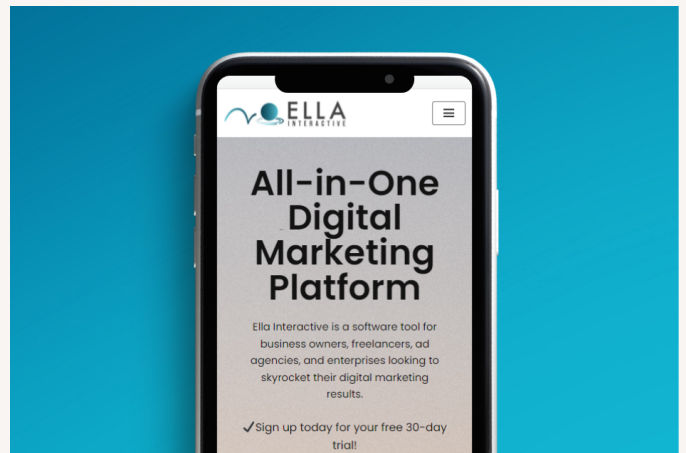
"In April, Google released the beta feature of its newest tool, which was only released in English to Android or iOS users in the United States. Google has created a new way you can search for information — Google Multisearch, which will allow you to use both text and image in the same search query." [Read more.](#)



Marketing Tools to Make Life Easier For You

Meet [Ella Interactive](#), our favorite all-in-one digital marketing tool. Ella Interactive is the digital marketing solution for businesses and agencies looking to better organize and manage their online campaigns. Created by digital marketers, for digital marketers, this all-in-one tool will give you the tools you need to succeed online!

The Web Rocket Media team was tired of constantly switching between tools, so we put our heads together and created Ella Interactive for digital marketers; this all-in-one tool will give you the tools you need to succeed online!



The Latest Google Algorithm Updates

In April, there was some chatter about algorithm updates, but nothing was confirmed by Google. However, the search giant did release Multisearch, which will allow users to use both text and a photo to conduct Google searches. You can read more about it in our featured blog post for this month.



BEHOLD: THE DIGITAL MARKETING EVOLUTION OF 2022

Since technology is frequently evolving, the world of digital marketing has to change with it. This ebook on digital marketing highlights the different facets of digital marketing and covers what you need to make a winning strategy. You can download "Behold: The Digital Marketing Evolution of 2021" for [free](#) today!



MELISSA PSIHUDAKIS
CEO & FOUNDER

With over 20 years of digital 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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