



WEB ROCKET MEDIA

# Digital Marketing Portfolio

TECHNOLOGY/IT & SAAS





# Portfolio Outline

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LET US DO  
THE  
MARKETING  
SO YOU CAN  
GO BACK TO  
DOING WHAT  
YOU LOVE





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“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

MAYA ANGELOU

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# About Web Rocket Media

Web Rocket Media was founded in 2016 by marketing guru Melissa Psihudakis. Web Rocket has grown over the past four years into a fully staffed, full-service digital marketing agency capable of handling even the most complex of marketing projects. Despite specializing in the health & wellness sector, Melissa and her team of 40 professionals are ready to be your only digital media partner.



# Our Services

## SOCIAL MEDIA

Social Media Strategy, Infographic Creation,  
Social Media Calendars, Social Media Analytics,  
Social Media Advertising, Video Posts

## EMAIL MARKETING

Drip Campaigns, Abandoned Cart  
Series, CRM Integration, Sales  
Funnels, Lead Lists

## SEO

SEO Audits, Technical SEO Corrections,  
On Page SEO Corrections, Google My  
Business, Keyword Mapping, Blogs,  
Press Releases

## AUDIO VISUAL

Podcast Creation, Podcast Outreach,  
YouTube Strategy, YouTube Channel  
Optimization, YouTube Video Script writing.



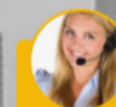
# Our Website

[ABOUT US](#)[PORTFOLIO](#)[OUR RESUME](#)[SERVICES](#)[BLOG](#)[CONTACT US](#)[CALL NOW](#)[+1.800.449.7250](#)

FREE SEO AUDIT

WE **HELP** BUSINESSES OF ALL SIZES  
ACHIEVE THEIR SEO AND MARKETING  
GOALS

CREDENTIALLED STAFF AND AWARD-WINNING SERVICES



Time in to

Sarah Cando

How can we help? We're here for you!

Type your message...

Chat ⚡ by Drift

Schedule time with us  
powered by Calendly

[www.MyWebRocketMedia.com](http://www.MyWebRocketMedia.com)



# Our Podcast

We launched our podcast, "A Breath of Fresh Marketing" in the winter of 2019 and continue to push out new podcasts weekly with guests from every corner of the marketing world.

The image is a screenshot of the podcast's landing page. It features a white square with a black polka-dot pattern on the left, containing the podcast's logo. To the right, on a pink background, is the title "A Breath of Fresh Marketing" in white, followed by "By Melissa Psihudakis". Below this is a paragraph of text: "Tune into host Melissa Psihudakis as she discusses the nuances of digital marketing, strategy, entrepreneurship and marketing pitfalls you can avoid with a comedic flair. Don't be bored listening to the same mundane marketing stuff when you can be entertained with her fun guests!". There are two buttons: "Listen on Spotify" and "Message". At the bottom, there is a "Play trailer" button and a "WHERE TO LISTEN" section with icons for various podcast platforms. A "Website" link is also present in the bottom right corner.

**A Breath of Fresh Marketing**  
By Melissa Psihudakis

Tune into host Melissa Psihudakis as she discusses the nuances of digital marketing, strategy, entrepreneurship and marketing pitfalls you can avoid with a comedic flair. Don't be bored listening to the same mundane marketing stuff when you can be entertained with her fun guests!

Listen on Spotify

Message

Play trailer

WHERE TO LISTEN

Website



# Project 01

## XAMIN



Founded in 1999, Xamin provides highly regulated and reputation-sensitive companies with the tools and expertise needed to streamline compliance procedures and drive down bottom-line costs. Xamin came to Web Rocket Media In need of a complete SEO overhaul. The second part of their project involved creating a collection of redesigned graphics, SEO optimization, site speed updates and new branding for their branded templates. .

[www.xamin.com](http://www.xamin.com)





**xamin**

OUR SERVICES

## CLOUD

Microsoft Office 365

Hosted Microsoft Exchange

Cloud Computing

Google G Suite

[www.xamin.com](http://www.xamin.com)



# INFRASTRUCTURE



## Message from our CEO

• JONATHAN SMITH



Hi,  
Welcome to Zamin.

Founded in 1999, Xamin offers industry leading managed IT services to regulated and reputation-sensitive industries. We believe that competitive advantage in today's fast-paced marketplace is achieved by employing leading-edge technologies that predict, instead of reacting to future business needs. We focus on fostering long-term partnerships based on mutual trust and collaboration. These are integral components to achieving growth and sustaining long-term business value. Xamin's suite of best-in-class technology solutions include infrastructure, security, cloud, data protection and professional services.

In our experience, there is no substitute for integrity. We've gained the trust of organizations across the country by going above and beyond—by taking the time to understand each unique challenge and then implementing customized solutions that not only meet expectations but exceed them. A consultative, "white glove" approach is at the fabric of our existence. We apply The Xamin Proven Process and align strategic goals of the business with ideal technology, services, and best practices. We are confident in immediate value creation and back it up through our 6-month brand guarantee.

Technology is ever-changing and organizations must remain flexible and adaptable. Cloud technologies are as equal as an opportunity as they are a threat. Our vendor management strategies and safeguards ensure technology partners remain in compliance with overall strategy. We differentiate ourselves by investing deeply in our advisory approach over the traditional "set-it-and-forget-it" model and always provide optionality to our relationships.

Xamin is a SSAE 16 SOC 2 certified company in the trust principles of availability, confidentiality, privacy, process integrity and security and has worked with several HIPAA compliant firms. We have maintained zero deviations on our annual report year after year. Less than 1% of MSP's in the country hold this distinction.

Jonathan Smith  
Chief Executive Officer & President







**XAMIN**





# Project 02

[SOLUTIONS](#)[PRICING](#)[ABOUT US](#)[PARTNERS](#)[RESOURCES](#)[CONTACT](#)[REQUEST DEMO](#)[I RECEIVED A TRUSTIFI EMAIL](#)[SUPPORT](#)[CLIENT LOGIN](#)

## The Easiest and Most Comprehensive Email Security Platform on the Market

Advanced Threat Protection  
Data Loss Prevention  
Postmarked Proof & Tracking  
Encryption

[GET A QUOTE](#)

[www.Trustifi.com](http://www.Trustifi.com)

## TRUSTIFI

Trustifi is a multi-national cybersecurity company with a specialization in email security for businesses of all sizes.

Trustifi had a need for a cohesive social media and SEO-based content plan. Web Rocket Media was able to take over Trustifi's social media platforms and provide a clean, consistently branded look to their social platforms and grow their audience by 30% in the first month. The SEO- optimized blogs also helped boost Trustifi's organic traffic significantly. A weekly email was designed and sent via Pardot.





## Visitor highlights ⓘ

Data for the last 30 days 5/30/2020 - 6/29/2020

517 ▲16%

Page views

202 ▲4%

Unique visitors

42 ▲366%

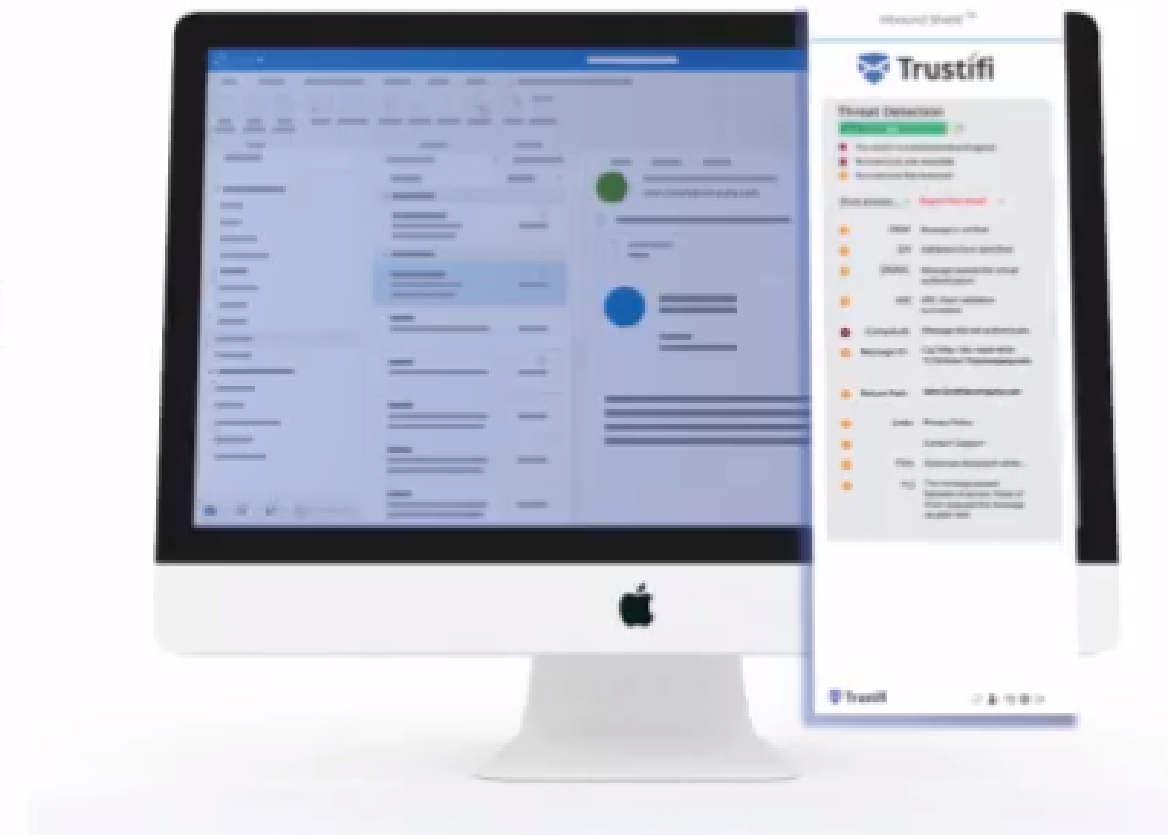
Custom button clicks



**ADVANCED E-MAIL  
THREAT PROTECTION**

**256 BIT AES ENCRYPTION**

**DATA LOSS PREVENTION**



**TRUSTIFI**

We believe that your private communications should stay just that- private.  
Click here to learn how easy it is to protect your information.

<https://buff.ly/2Z1vOdQ>

#trustifi #quote #email #secureemail #secureemailproviders #emailsecurity  
#trust #emailsecuritysolutions



With Trustifi, it has never been easier to start protecting your sensitive information. Read our latest blog post to learn more.

<https://buff.ly/3bucUPq>

#trustifi #blog #email #encryptedemail #communication #secureemail  
#trustifi #secureemailproviders #emailsecurity #trust

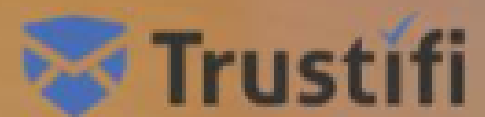






IDENTIFYING  
PHISHING  
EMAIL SCAMS:

WHAT TO  
LOOK FOR



## BLOG SAMPLES

[How to Send Secure Email Attachments in Gmail](#)


[Spotting and Protecting Against Malware: Adware and Malvertising](#)

[The Importance of End-to-End Email Encryption](#)

[How to Secure Your Email for Remote Workers](#)



# WEEKLY EMAIL DESIGNED AND SENT IN PARDOT



### Secure Email Encryption

The Easiest & Most Comprehensive Email Security Platform On The Market

[Request Demo](#)

#### Detect Scam Emails and Block Odd Senders

The worldwide outbreak of Coronavirus has caused a massive influx of internet scammers sending out phishing emails to the general public. Google recently stated that they have been blocking approximately 100 million phishing emails every day.

[Learn More](#)

#### Open A Secure Email in Outlook and Gmail

If you are the recipient of the email, there are easy steps that you can take to open emails sent to you that are encrypted or secured by the sender.

[Learn More](#)

### How to Start Using Encrypted Email Communications


If you've decided to protect the content of your emails better to keep yourself and your clients safe from scams, hackers, and data breaches; congratulations, the important first step is done! However, you may be unfamiliar or unsure of how exactly to start using encrypted email communications.





[Learn More](#)

### EMAIL SECURITY

Protect your email with extra security.

[REQUEST DEMO](#)






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410 So Rampart Blvd #390, Las Vegas, NV 89145

[View in browser](#) | [Unsubscribe](#)



## TRUSTIFI

	99.72%
	Delivery Rate
	17.78%
	HTML Open Rate
	12.17%
	Click to Open Ratio
Total Sent	1,066
Total Queued	0
Total Bounced	1 Soft and 2 hard
Total Delivered	1,063
Delivery Rate	99.72%
Total HTML Opens	257
Unique HTML Opens	189
HTML Open Rate	17.78%
Total Clicks	31
Total Click Through Rate	2.92%
Unique Clicks	23
Unique Click Through Rate	2.16%
Click to Open Ratio	12.17%
Total Opt Outs	7
Opt Out Rate	0.66%
Total Spam Complaints	0
Spam Complaint Rate	0.00%



# Project 03

## What You Need to Know To Thrive In These Uncertain Times



### Summary

Please join us on Thursday, May 14 at 1 PM EST

We will give you the tips you need to know now to recover and thrive in these uncertain times.

**We Will Cover:**

1. Work at home best practices
2. The next steps to take to secure stimulus dollars
3. How to apply for unemployment compensation as an independent contractor or sole proprietor

**About the Speaker:**  
Dan Fusco is the founder of InnerPC Computer Solutions, a New York City IT support company based in New York City. This type of service is also known as a managed services IT provider.



Due to COVID-19, many employers are now asking their employees to work from home. This new situation presents many challenges, including how to work from home both securely and productively. The New York City Chamber of Commerce asked Dan to give helpful tips on how to work remotely.

### Overview

**Date:** Thursday, May 14  
**Time:** 1 PM EST  
**Duration:** 1 hour



**Register Now** [Already Registered?](#)

First Name\*

Last Name\*

Email\*

Company\*

\*Denotes required.

**REGISTER**






## MY INNER PC

My Inner PC is a tech company that wanted to create and put on a webinar series to help small businesses adapt to the changing climate caused by the COVID-19 outbreak. The goal was 20 sign ups for the latest webinar. Web Rocket designed a landing page for the webinar, set up the campaign and surpassed the client's expectations by achieving 46 sign ups in one week.

[www.myinnerpc.com](http://www.myinnerpc.com)



									
Start Date	End Date	Ad Text	Ad Image	Results	Cost Per Result	People Reached	Quality Ranking	Engagement Ranking	Amount Spent
5/20/2020	5/22/2020	Join Dan Fusco, founder of innerPC, for a free webinar and learn tips to recover and thrive during these uncertain times.		22 clicks	\$0.88	2,990	Average	Average	\$19.25
5/20/2020	5/22/2020	Learn how to secure stimulus dollars and apply for unemployment as an independent contractor or sole proprietor in our FREE Webinar!		24 clicks	\$1.28	4,372	Average	Average	\$30.75
<b>Total</b>				<b>46 clicks</b>	<b>Average CPC: \$1.09</b>	<b>6,872</b>			<b>\$50.00</b>

Intro Text: Join Dan Fusco, founder of innerPC, for a free webinar and learn tips to recover and thrive during these uncertain times.

Headline: Secure your spot for our FREE webinar!



**FREE WEBINAR!**  
MAY 15TH - 1PM EST.

### LEARN ABOUT ...

- WORK FROM HOME BEST PRACTICES
- STEPS TO SECURE STIMULUS DOLLARS
- APPLYING FOR UNEMPLOYMENT AS AN INDEPENDENT CONTRACTOR OR SOLE PROPRIETOR

Intro Text: Learn how to secure stimulus dollars and apply for unemployment as an independent contractor or sole proprietor in our FREE Webinar!

Headline: Sign up Today!

### WHAT YOU NEED TO KNOW TO THRIVE IN THESE UNCERTAIN TIMES



**FREE WEBINAR!**  
MAY 15TH - 1PM EST.

# FACEBOOK ADS & RESULTS



# Project 04



[www.MDSGlobalIT.com](http://www.MDSGlobalIT.com)

## MDS GLOBAL IT

MDS Global IT a top IT consulting firm that needed help implementing a new social media strategy and tracking KPIs.

Web Rocket Media put together a cohesive social media plan for their team and helped bump up their followers, engagements and website traffic through social media posts and engagement.



# SOCIAL MEDIA POSTS

 **MDS Global**  
3,444 followers  
2d • 

+ Follow ...

Our **TM Forum** Catalyst digital showcase starts in 3 hours! Register now to learn how autonomous 5G networks can be used to support electric vehicle charging.  
<http://ow.ly/IXxh50Ab9pj>



**tmforum**  
**CATALYST PROJECT**

**5G ride on! - Phase III**

Coordinating responses across various agencies during emergency events, using autonomous 5G network management capabilities to support the electric vehicle (EV) charging ecosystem and enable business continuity.



**LEARN MORE**



**MDS GLOBAL**

The 5G flexibility and creativity driving BSS modernisation

# MDS GLOBAL IT

 **MDS Global**  
3,444 followers  
2d • 

+ Follow ...

We're delighted to introduce Steve Bowen, CEO at **MDS Global**, as a speaker on our upcoming webinar. Steve has more than 25 years of executive leadership experience and a demonstrated track record of leading technology co ...see more



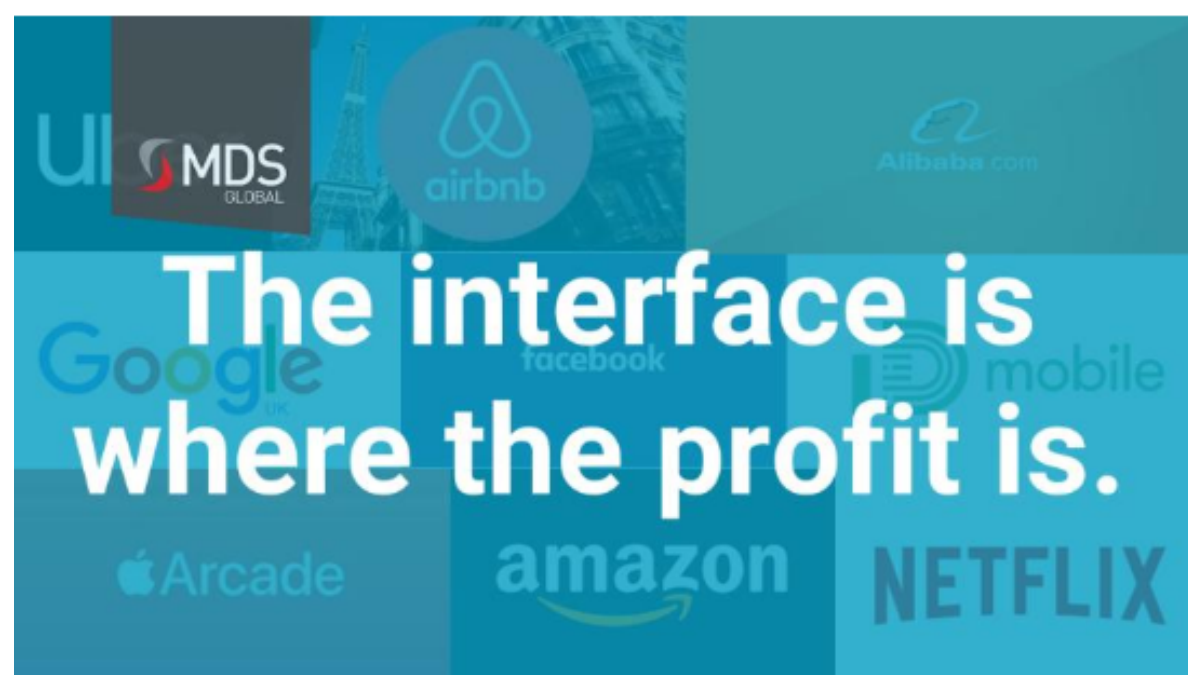
**MVNOs Series** Webinar Sponsor: **MDS GLOBAL**

**FREE WEBINAR**  
Emerging Opportunities Across Consumer and Enterprise for MVNOs  
Tuesday, June 30, 2020 | 10:00 am BST

**INTRODUCING SPEAKER**  
**STEVE BOWEN**  
Chief Executive Officer  
MDS Global

**REGISTER NOW**

**#MVNOsSERIES**



**The interface is where the profit is.**

Logos: MDS GLOBAL, Airbnb, Alibaba.com, Google, facebook, mobile, Apple Arcade, amazon, NETFLIX



**MVNOs Series** Webinar Sponsor: **MDS GLOBAL**

**FREE WEBINAR**  
**Emerging Opportunities Across Consumer and Enterprise for MVNOs**  
brought to you by MDS Global  
Tuesday, June 30, 2020  
10:00 am BST

**REGISTER NOW**

**#MVNOsSERIES**



# SOCIAL MEDIA RESULTS

MDS GLOBAL IT

