



The Official Newsletter of Web Rocket Media

YOUR ONLY DIGITAL MEDIA PARTNER



Marketing Tips



1. Back to School

Back-to-school shopping and sales are a huge event for many businesses, not just retail. Before you launch your sales, reach out to past customers and offer them a deal for returning for back to school. Whether you sell clothing, school supplies, hair cuts, or are in the healthcare industry, you can utilize back to school.



2. Promote Fun in the Sun.

There is still some summer left before the kids get back to school. You can promote the last days of summer and create marketing campaigns targeted toward that. You can create blog posts with some fun last-minute summer activities and products. Have fun promoting fun.



3. Start Planning the Holiday Season.

Yes, August is early for the holidays, but it is a good idea to start thinking about it now. Include with your sales a small holiday gift guide or a coupon code that will be good during the holiday season. This can help you encourage your customers to return for your big holiday sales when the time comes.

Featured Blog POST



Marketing Tools to Make Life Easier For You

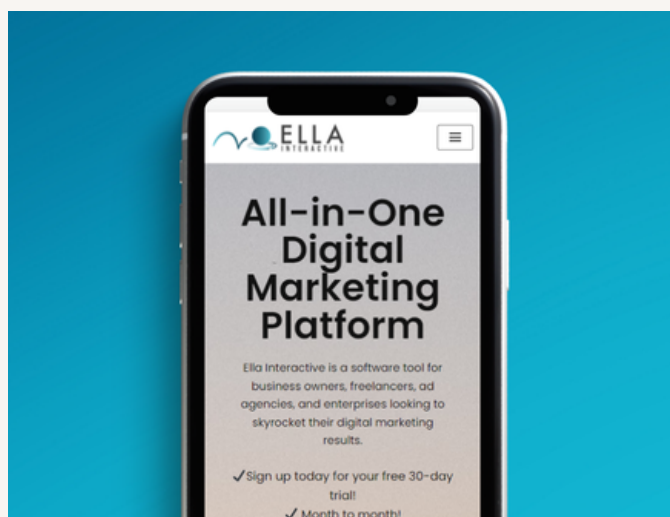
Our featured blog post for this month is **"How to Create a Successful Marketing Funnel in 2022."**

"If you've ever wondered how to create a successful marketing funnel in 2022, you're not alone. But we're here to help! In this blog post, we'll explain what a marketing funnel process is, why it's important, and how to build one that works for your business." [Read more.](#)



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.

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

There were no updates to the Google Search algorithm in July, but Google did announce a new Video Indexing report on the Search Console. It plans to roll out the Video Indexing over the next few months, so it might be a while before you see any changes. You can [learn more about the Video Indexing report here.](#)



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 2022" for [free](#) today!



MELISSA PSIHUDAKIS
CEO & FOUNDER

With over 22 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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