

The Official Newsletter of Web Rocket Media

YOUR ONLY DIGITAL MEDIA PARTNER

Marketing Tips

1. Enhance your visual marketing.

Whether you are using images, videos, stories, or live videos, your audience will find visual content appealing. This is one of the best ways to engage your audience, so try incorporating more visual elements into your marketing. You can try using more live videos or even create a YouTube channel and embed the videos on your website and social media profiles.

2. Use more email marketing.

Email marketing still has a huge ROI, making it a crucial marketing method that cannot be ignored. Take some time to build and revise your email list — regularly scrubbing your list for duplicates and inactive emails. Also, try technology to personalize emails to connect better with readers.

3. Update online directories.

Take the time to ensure that your business name, hours, address, and other contact information is accurate on all online directories, including Google and Yelp. You want to make sure customers see consistent information on your business on the search engine results, especially before the holiday season is in full swing.

Featured Blog

POST

Our featured blog post for this month is

"Our featured blog post for this month is "The Most Effective Ways to Improve Your Google Rankings Using AI."

"It's no secret that Google is the most important search engine in the world. The company holds a 94% market share, according to Statista. And for many businesses, their website is a gateway to attracting new clients or customers. In fact, more than half of all online purchases begin with an online search. So if you're looking to increase your site's visibility and overall performance on Google, it's imperative that you invest in your SEO game plan — especially if you want to rank higher than your competitors in the SERPs (search engine results pages). One way to do this is by investing in AI to help improve your Google rankings." [Read more.](#)



An Article from Web Rocket Media's CEO,

Melissa Psihudakis

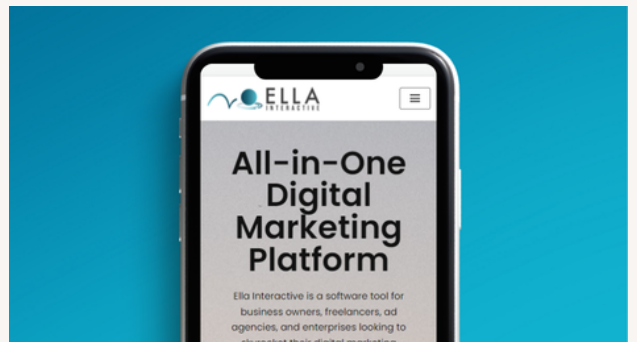
Our CEO Melissa Psihudakis recently wrote and published an article titled "How to Measure SEO Performance (and What To Do Next)." The article discusses how to measure SEO and how to use these measurements to improve your SEO performance. You can [read Melissa's article here!](#)



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.

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

Google recently released a new update called the "helpful content update," which is in response to complaints from users who visit a site in their search results and do not feel like the content has anything to do with their query. Google is aiming to make sure that the content that shows up first was written to answer a question for a human, not written for a search engine. You can learn more about the helpful content update [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 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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