

The Official Newsletter of Web Rocket Media

YOUR ONLY DIGITAL MEDIA PARTNER

SPOOKTACULAR Marketing Tips



1. Embrace the spooky season.

Halloween gives you plenty of marketing ideas to engage with your customers. You can hold a costume contest (digital or in-person), sponsor a Halloween event, hold a pumpkin carving contest, decorate your store, make marketing messaging spooky, give away Halloween goodies, create how-to Halloween tutorials, and more! Have fun creating content for the spookiest time of the year!



2. Give back to a cause.

October is Breast Cancer Awareness Month, Domestic Violence Awareness Month, and National Diabetes Month – to name a few – making it a great month to give back to a cause. Choose one that aligns with your brand and give back.



3. Start Working on Holiday Buying Guides

People are going to start seriously thinking about the holidays once Halloween passes, so now is the time to start writing your holiday buying guides featuring your best products and offers.

Featured Blog POST



Our featured blog post for this month is **"Use Content Marketing to Connect With Customers."**

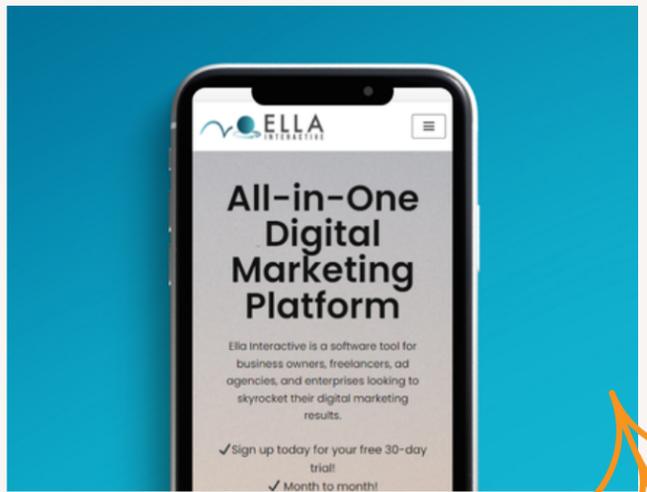
"A mainstay of today's online culture is the smartphone. You cannot go to a public place without seeing people with their eyes glued to phone screens. Take a step back and think about what it is about the smartphone that makes people pay attention. Simply put, the name for what gets our attention on our smartphones is 'content,' and it is crucial to making connections with people." [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.

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 released two new updates to the algorithm in September. The first was a Core Update that began rolling out on the 12th and finished on the 26th. There is speculation that this will amplify the effects of the Helpful Content Update that Google released in August, but Google has not confirmed if that is indeed the case.

The other algorithm update in September was the Product Reviews Update, which started on the 20th and finished rolling out on the 26th. This algorithm update is intended to reward high-quality product reviews by boosting their position in the search engine rankings.

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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