



Web Rocket Media Graphic Design Portfolio

Section One: Examples of Web Rocket Media's Logo, Social Media Platforms, Newsletters, and Podcast.

Section Two: Examples of Client Email Designs, Email Drip Campaigns, Landing Pages, and Logo Designs

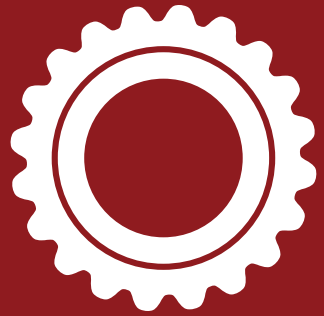
ABOUT THE COMPANY

OUR STORY

Web Rocket Media was founded in 2016 by marketing guru Melissa Psihudakis. Web Rocket has grown over the past five 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.



**Good
design
matters.**





WORDS OF INSPIRATION

"The brands that can connect with the client in a real way will win."

– GARY VAYNERCHUK

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- Email Drip Campaigns
- Landing Pages
- Logos



Section One: Web Rocket Media

92% OF PEOPLE WILL PICK A BUSINESS ON THE FIRST PAGE OF THEIR SEARCH RESULTS. OPTIMIZING YOUR GOOGLE MY BUSINESS PAGE CAN HELP YOU GET ON THE FIRST PAGE.

Branding through color:

Choosing our brand colors was easy because we knew what we were trying to communicate.



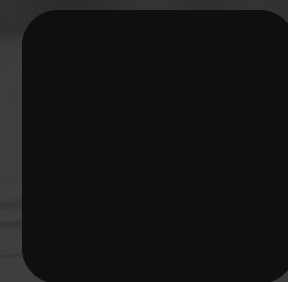
Maroon
#7B0101



Yellow
#E1AA12



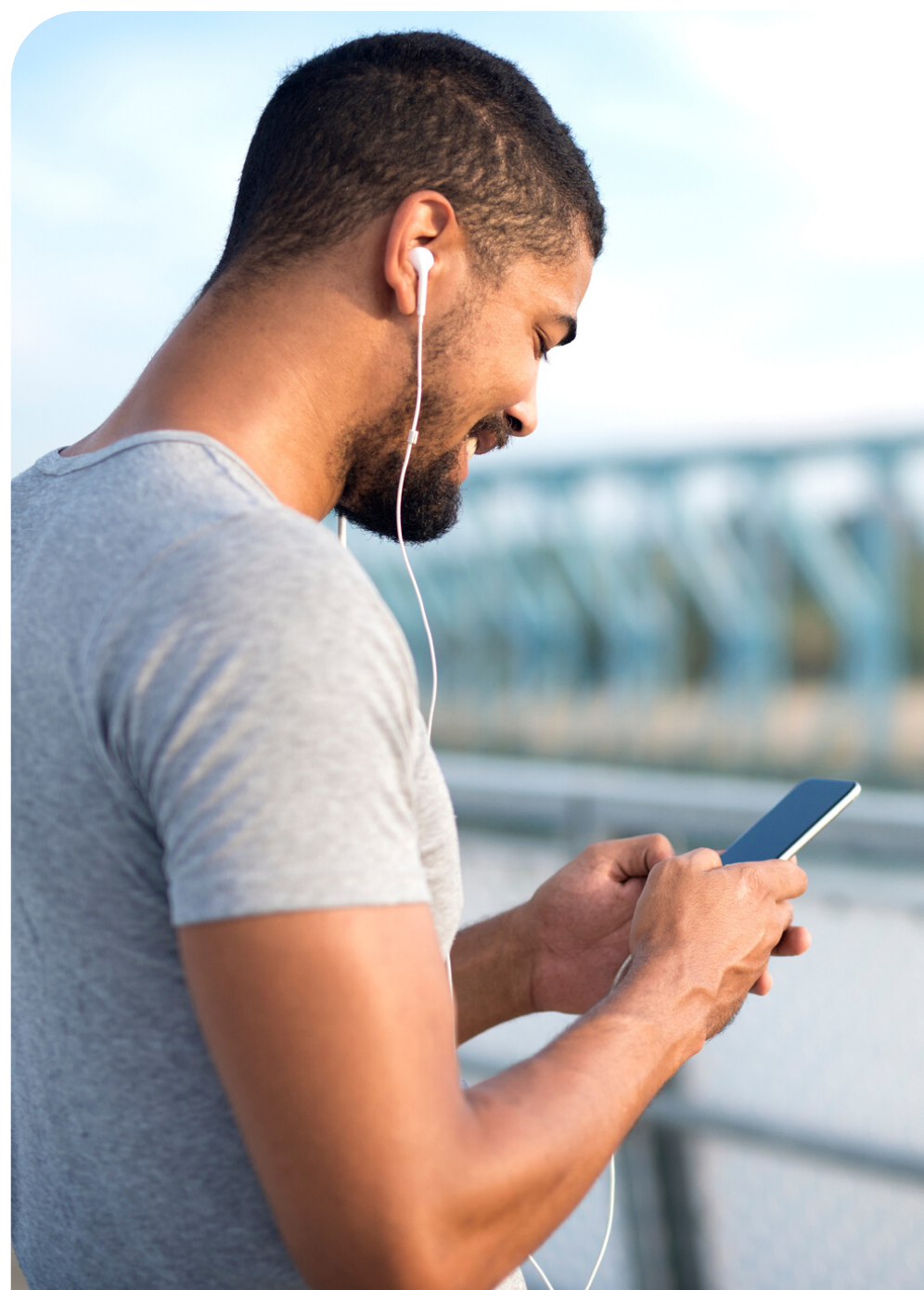
Grey
#555150



Black
#0F0F0F

Building our brand color scheme:

Dark Blue — Dark blue stands for professionalism, security and formality. It is mature and trustworthy.



Building our brand color scheme:

Yellow — Yellow evokes happiness, youthfulness and optimism, and is attention grabbing.



Building our brand color scheme:

White — White evokes cleanliness, virtue, health and simplicity.



#####

Goal Setting

- S Specific
- M Measurable
- A Attainable
- R Realistic
- T Time-bound



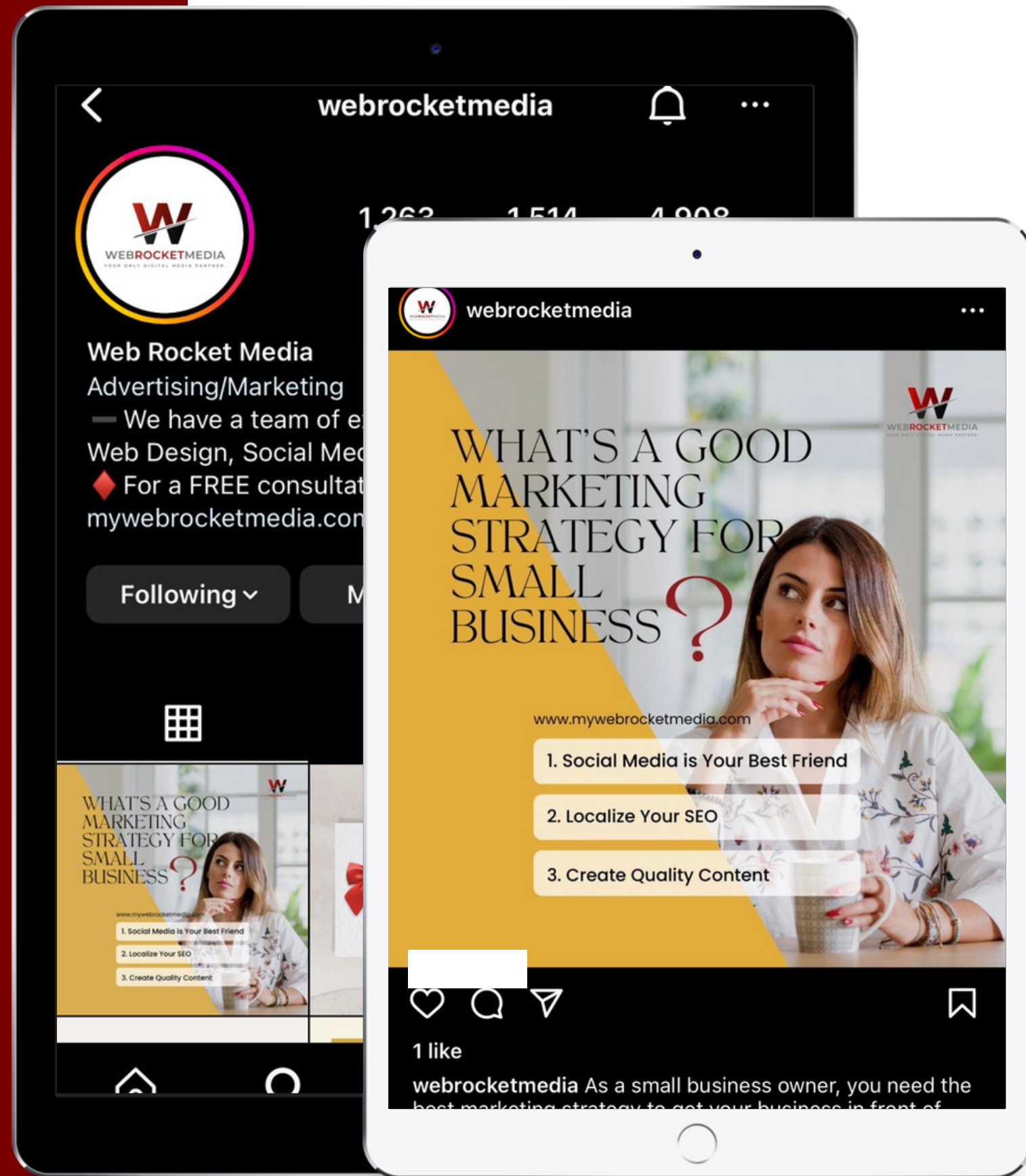
Logo Design:

Our branded logo: WRM

Our logo evokes professionalism, virtue, and displays a sense of security and formality.

Web Rocket Media is a brand you can trust!





Explore examples of our designs on our different social media channels.

- Facebook
- Instagram
- Twitter
- LinkedIn

Facebook

About:

We are a full service digital marketing agency. We specialize in web design and SEO services.

New York's Premier Agency
Specializing in: Web Design, SEO, PPC, Social Media and more!



Example Posts: Facebook

Designed for each social platform.

Our facebook posts range from service pitches, blog content, and marketing quotes.



Instagram

About:

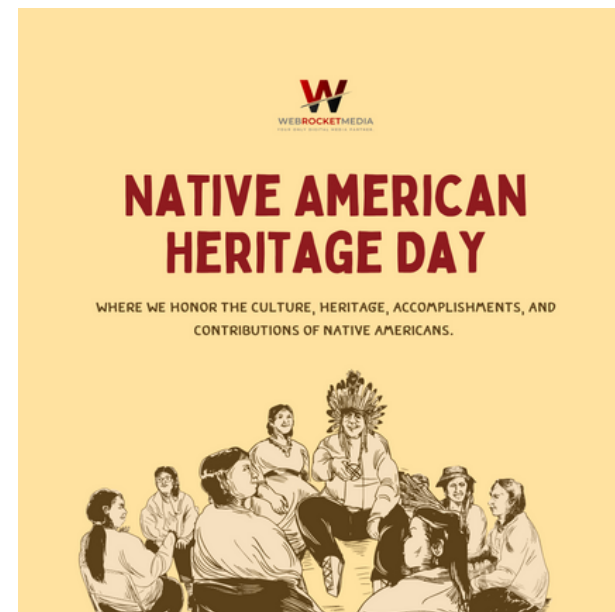
We have a team of experts to assist you with SEO, PPC, web design, email, social media content, inbound marketing, data analysis and much, much more.



Example Posts: Instagram

Designed for each social platform.

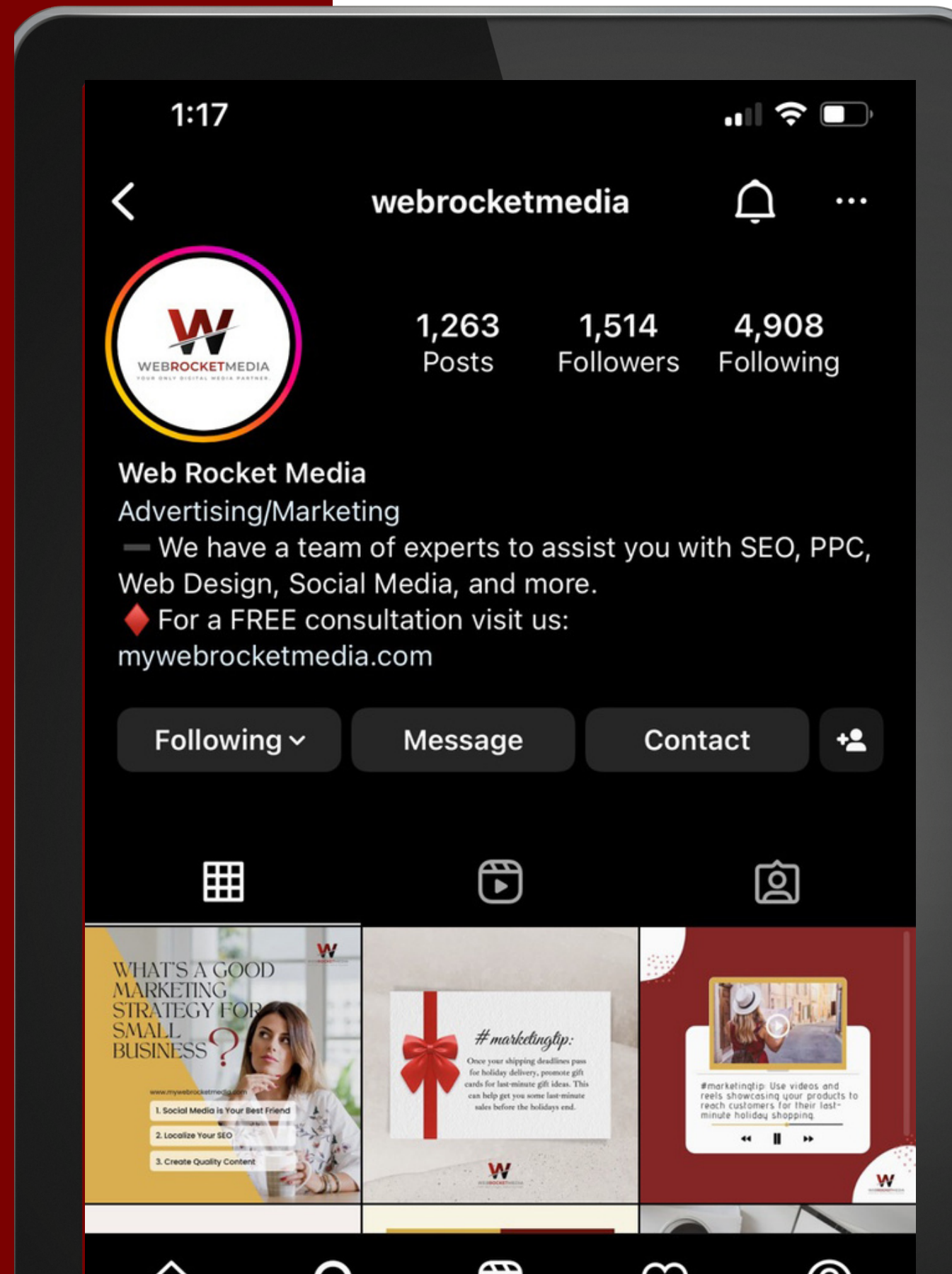
Our Instagram posts range from service pitches, blog content, and marketing quotes.



Twitter

About:

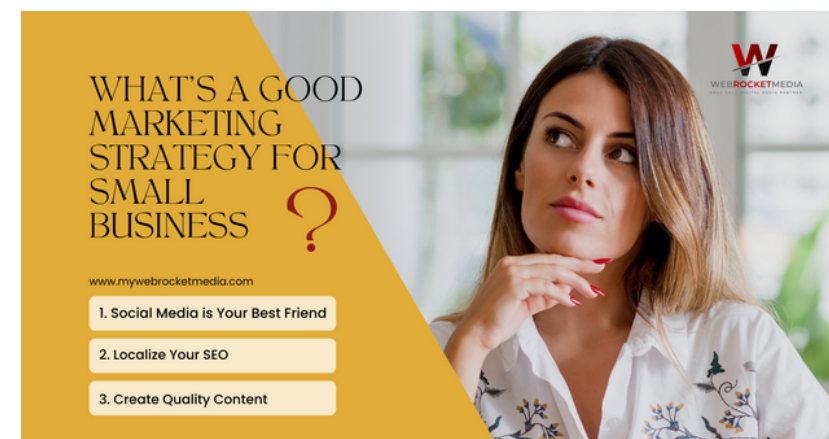
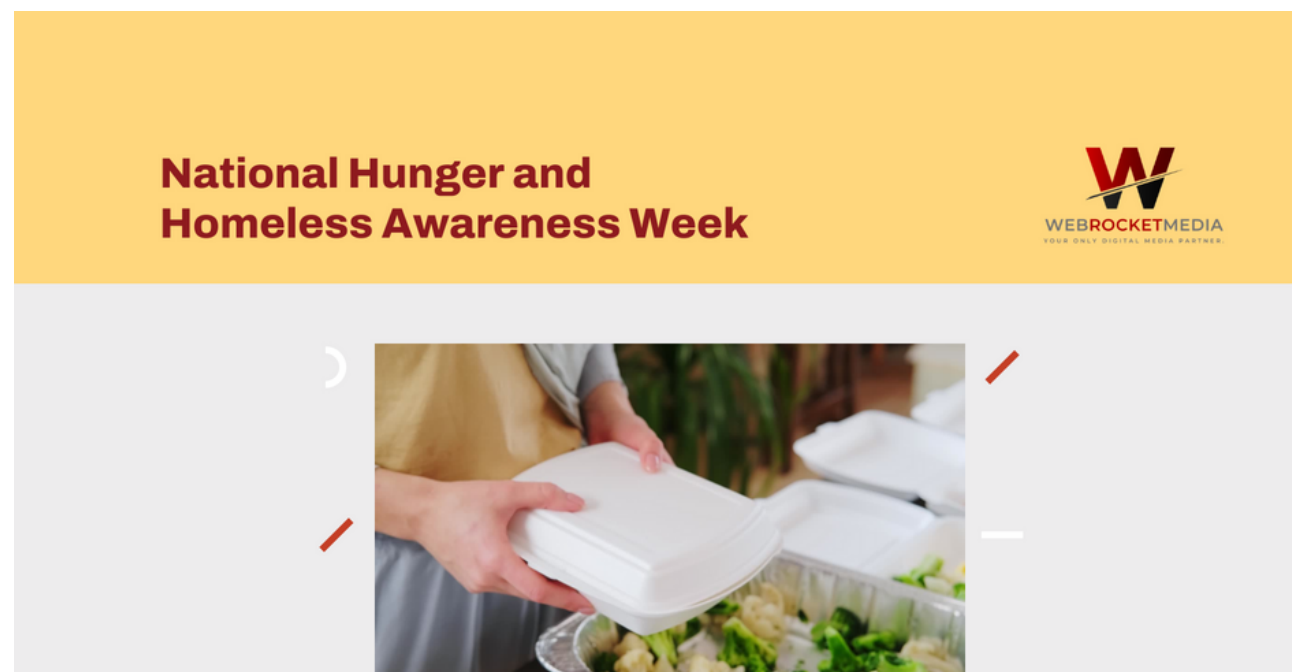
We are a Digital Marketing Agency that specializes in lead generation for dental, medical, law, plastic surgeons, spas, home services, technology and retail.



Example Posts: Twitter

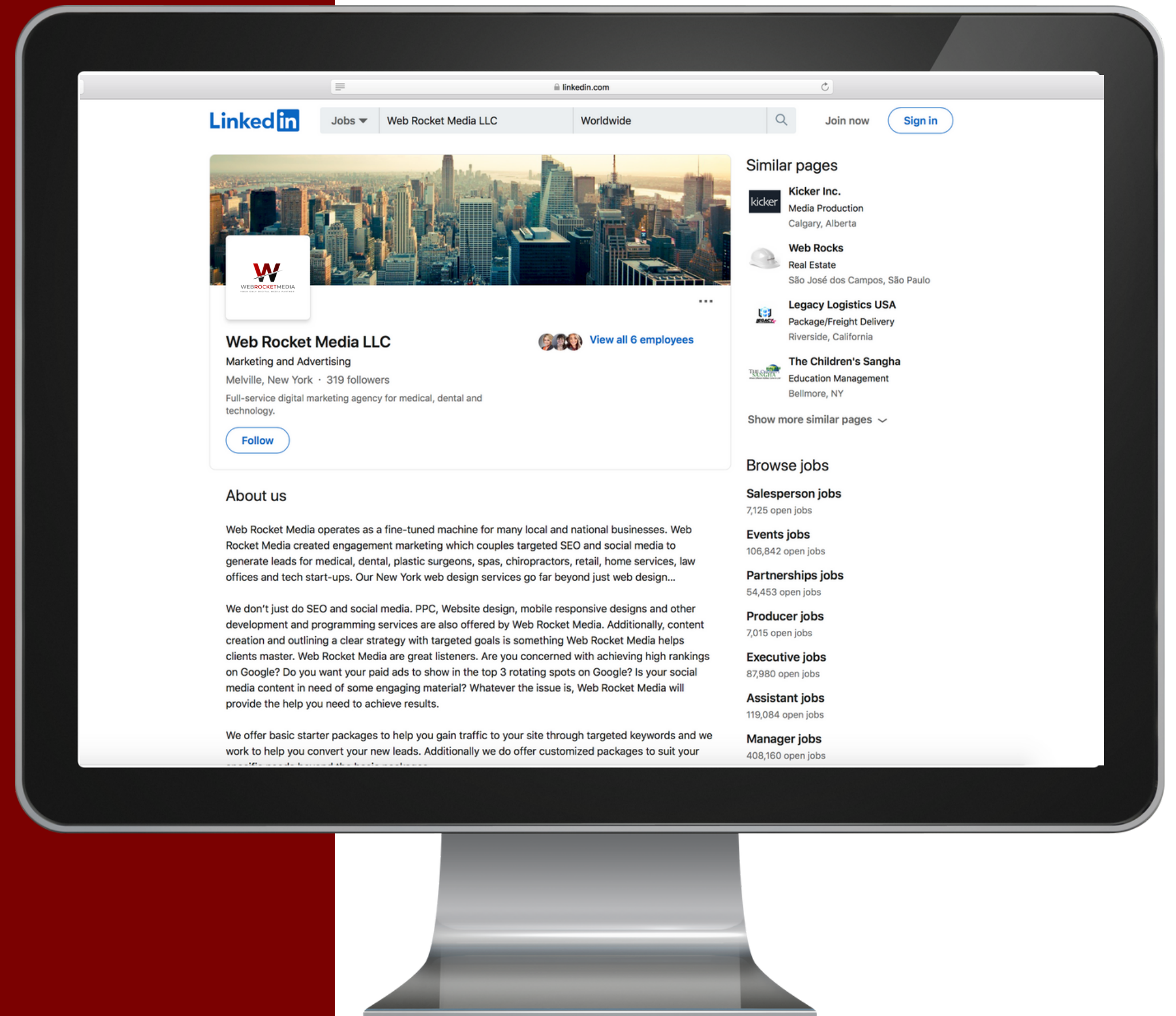
Designed for each social platform.

Our Twitter posts range from service pitches, blog content, and marketing quotes.



LinkedIn

Full-service digital marketing agency for medical, dental and technology.



Example Posts: LinkedIn


Designed for each social platform.

Our LinkedIn posts range from service pitches, blog content, and marketing quotes.



W
WEBROCKETMEDIA

#marketingtip:
Giveaways are a great way to entice customers to shop with you for their last-minute holiday shopping.



W
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NATIVE AMERICAN HERITAGE DAY

WHERE WE HONOR THE CULTURE, HERITAGE, ACCOMPLISHMENTS, AND CONTRIBUTIONS OF NATIVE AMERICANS.

#protip

If you use abandoned cart emails for your Black Friday weekend sales, include the discount they would have gotten when they added the item to their cart. That might bring those customers back.

→ mywebrocketmedia.com

BLACK FRIDAY SALE



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“Focus on providing better answers for your audience: Google wants to have answers for its audience.”


—Cyrus Shepard



W
WEBROCKETMEDIA

#marketingtip:

If you're scrambling for a last-minute holiday marketing plan, you can recycle an old campaign that did well in a previous year.



W
WEBROCKETMEDIA

“Focus on a small audience you can possibly live with and make a difference. If you can change 10 lives you can get the next 50.”

— Seth Godin



W
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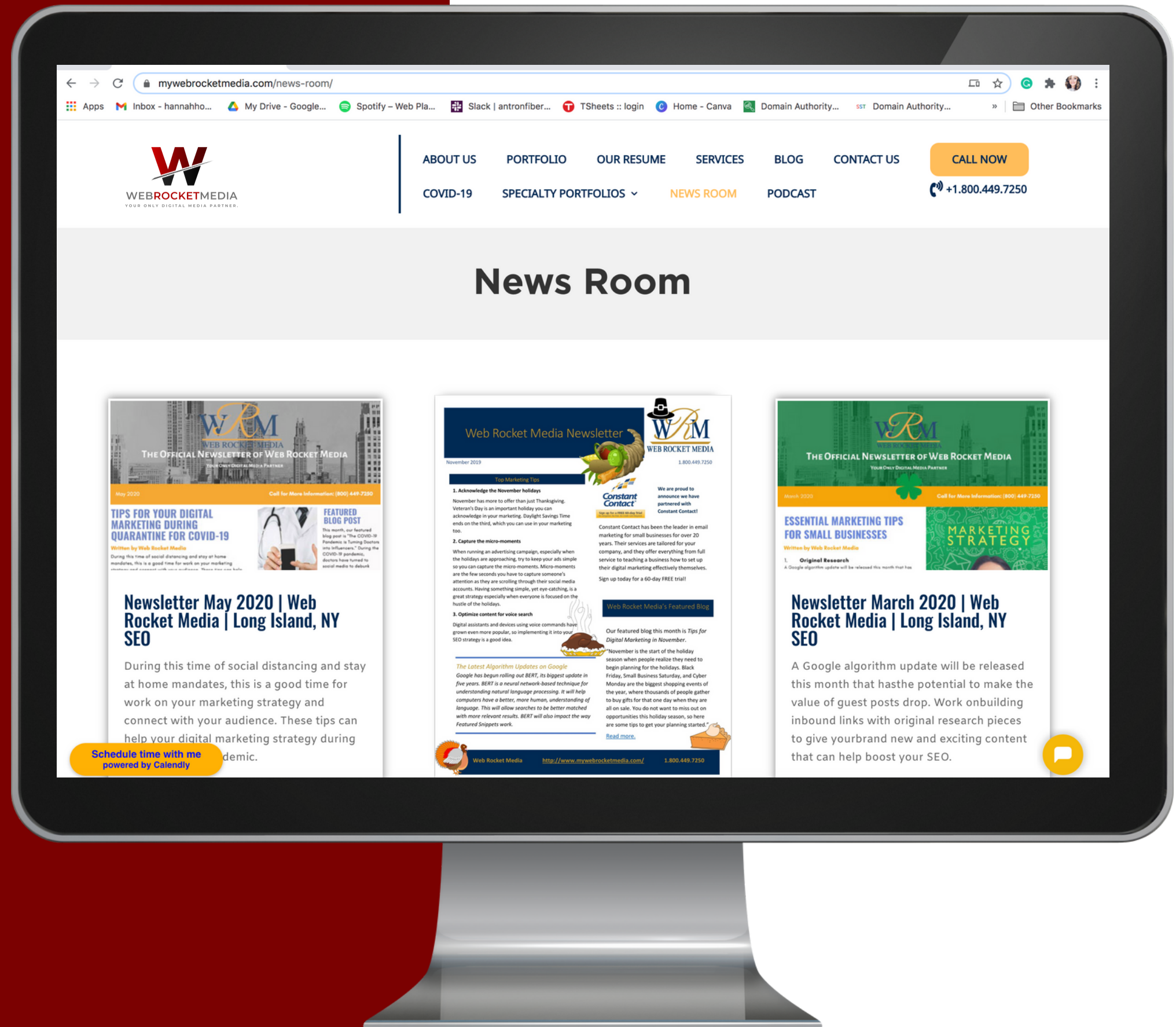
#marketingtip

Start using your social media and email marketing now to tease out offers to your customers, to help increase excitement in advance.

→ mywebrocketmedia.com

Monthly Newsletter

Our monthly Newsletter highlights all things marketing that Web Rocket Media is working on through-out each month.



Example: Newsletter

Our monthly Newsletter highlights our blog topics, podcast guests, and marketing tips.

NEWSLETTER SEPT 2022

September 2022

WWM WEB ROCKET MEDIA
The Official Newsletter of Web Rocket Media
YOUR ONLY DIGITAL MEDIA PARTNER

Marketing Tips

- 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.
- 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.
- 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 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.

WEB ROCKET MEDIA LLC
200 Broadhollow Rd, Suite 207,
Melville, NY 11747
631.377.8250

NEWSLETTER OCT 2022

October 2022

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SPOOKTACULAR Marketing Tips

- 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!
- 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.
- 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.](#)

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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.

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NEWSLETTER NOV 2022

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Marketing Tips

To be thankful for!

- Hold hybrid events.** If you have a brick-and-mortar store and you are planning on holding any holiday events, make them hybrid events instead. Many people are still uncomfortable attending things in person, so this gives those customers access to your events too. You can simply offer the same sales online and in person, hold silent auctions where people can bid online if they want, or something else. By live streaming an event or using AR or VR technology, you can show your digital customers that they matter as much as those who come in person.
- Use Videos and Reels** Videos and reels on social media are a great way for you to reach your audience. Do some reels or videos throughout the month that showcase different products of yours. You can even have special sales and offers specifically through your reels so you can encourage more purchases.
- Show your appreciation for long-term customers.** As holiday shopping gets busy, show your customers that you appreciate their past purchases by offering them exclusive deals. This can help improve customer loyalty and can bring in repeat business.

Web Rocket Media Proudly Announces Our New Website

Web Rocket Media has redesigned and rebranded our website, and we would like to invite you to visit our new site and have a look around. We made the navigation of the site more user-friendly and made it easier to find more information about our services. For more information, read our press release on the new site.

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The Latest Google Algorithm Updates

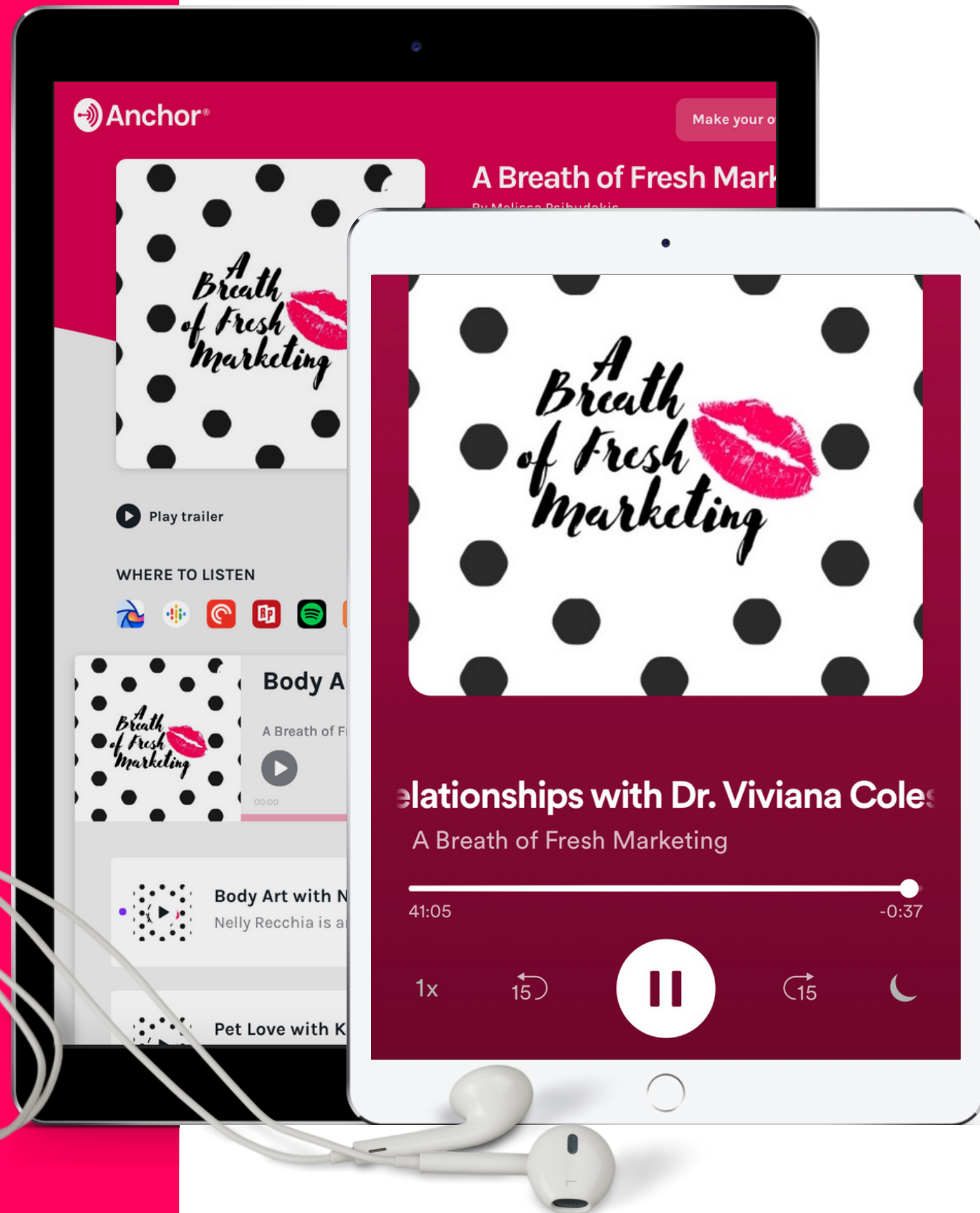
In October, Google released a new spam update for its search algorithm. The update is to help keep spam results from showing up in search engine results. You can [learn more in Google's blog post about it.](#)

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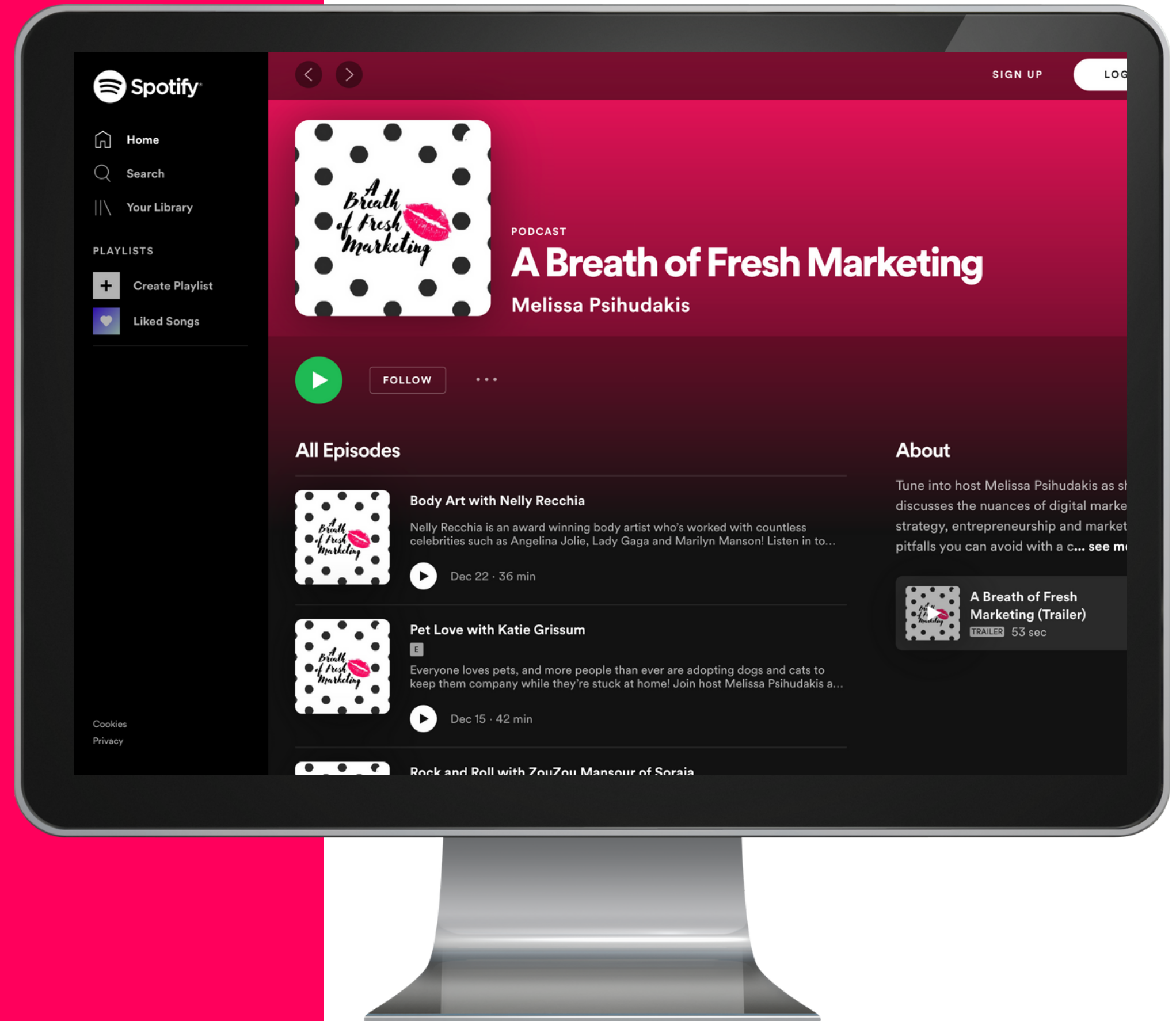
Our Podcast: A Breath Of Fresh Marketing

- About
- Logo
- Website Promotional Designs

A Breath of Fresh Marketing

About:

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!



Logo Design:

A Breath Of Fresh Marketing Logo



Website Promotional Designs



A Breath of Fresh Marketing



Tune in on November 10th for our next guest from Dancing with the Stars!!

BRITTANY CHERRY



A Breath of Fresh Marketing



Tune in on December 22nd for our next guest. Award Winning Body Artist.

NELLY RECCHIA



A Breath of Fresh Marketing



Tune in on January 12th for our next guest. Musician & Entertainer known for the RimbaTubes.

SNUBBY J



A Breath of Fresh Marketing



Tune in on November 24th for our next guest. Comedian, actress, and writer

CARMEN LYNCH



A Breath of Fresh Marketing



Tune in on December 8th for our next guests. The Philadelphia-born hard rock band

SORAIA



Start My
Marketing^{com}

Section Two: Client Work

Autumn is here and change is coming!

We are getting close to a new year which means fresh beginnings.

There is so many ways to build your clients list for your practice and I want to personally help you. Here at Start My Marketing we only give you high-quality leads that will be worth your time. With the leads that we can provide you, you will be able to reach hundreds of new clients. A BONUS with us is that our sister company can help you with you marketing strategy as well. It's like a 2-in-1 and who wouldn't new clients and the opportunity for a new marketing strategy! 2021 is the year for change and what better way than to get started now!

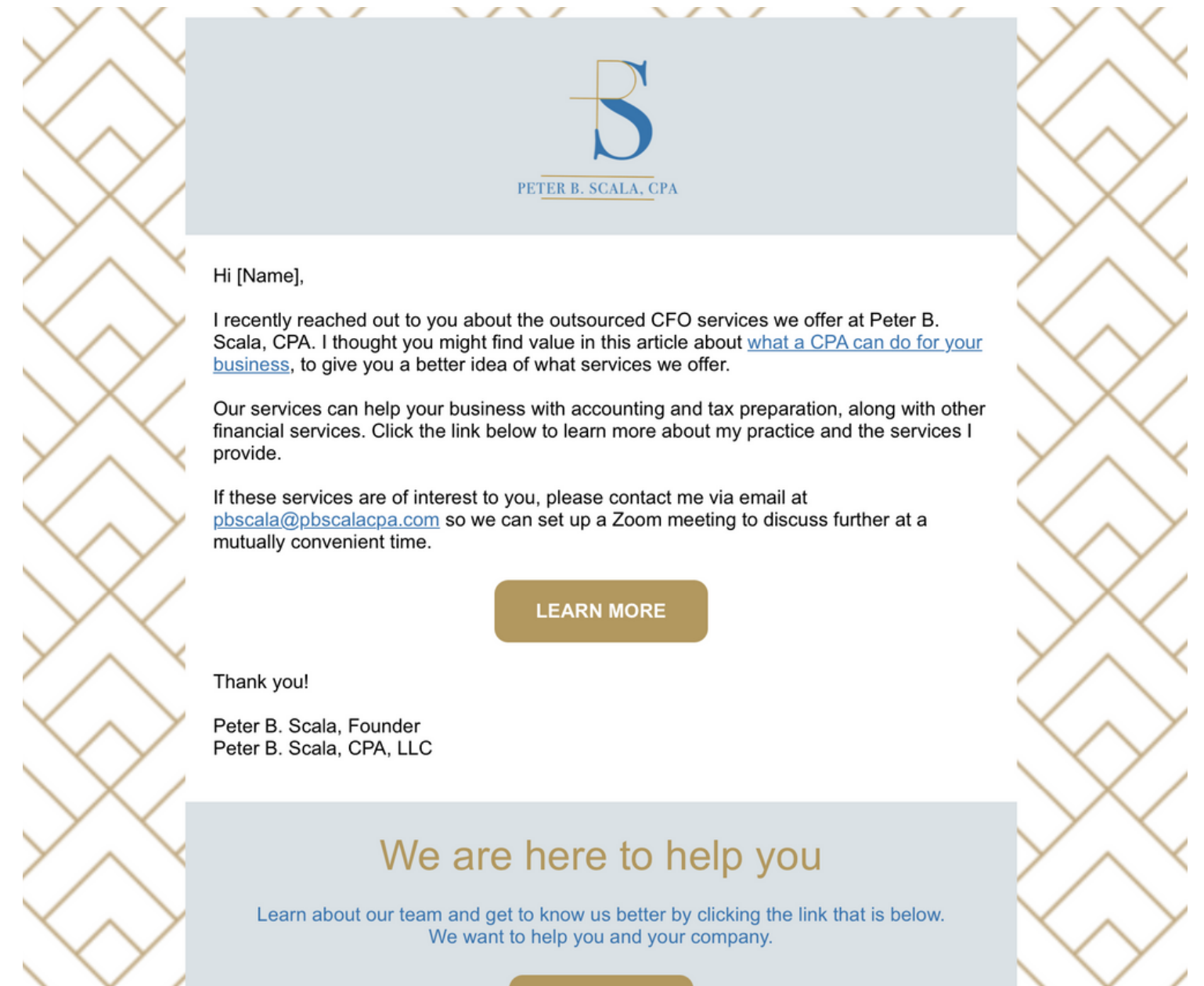
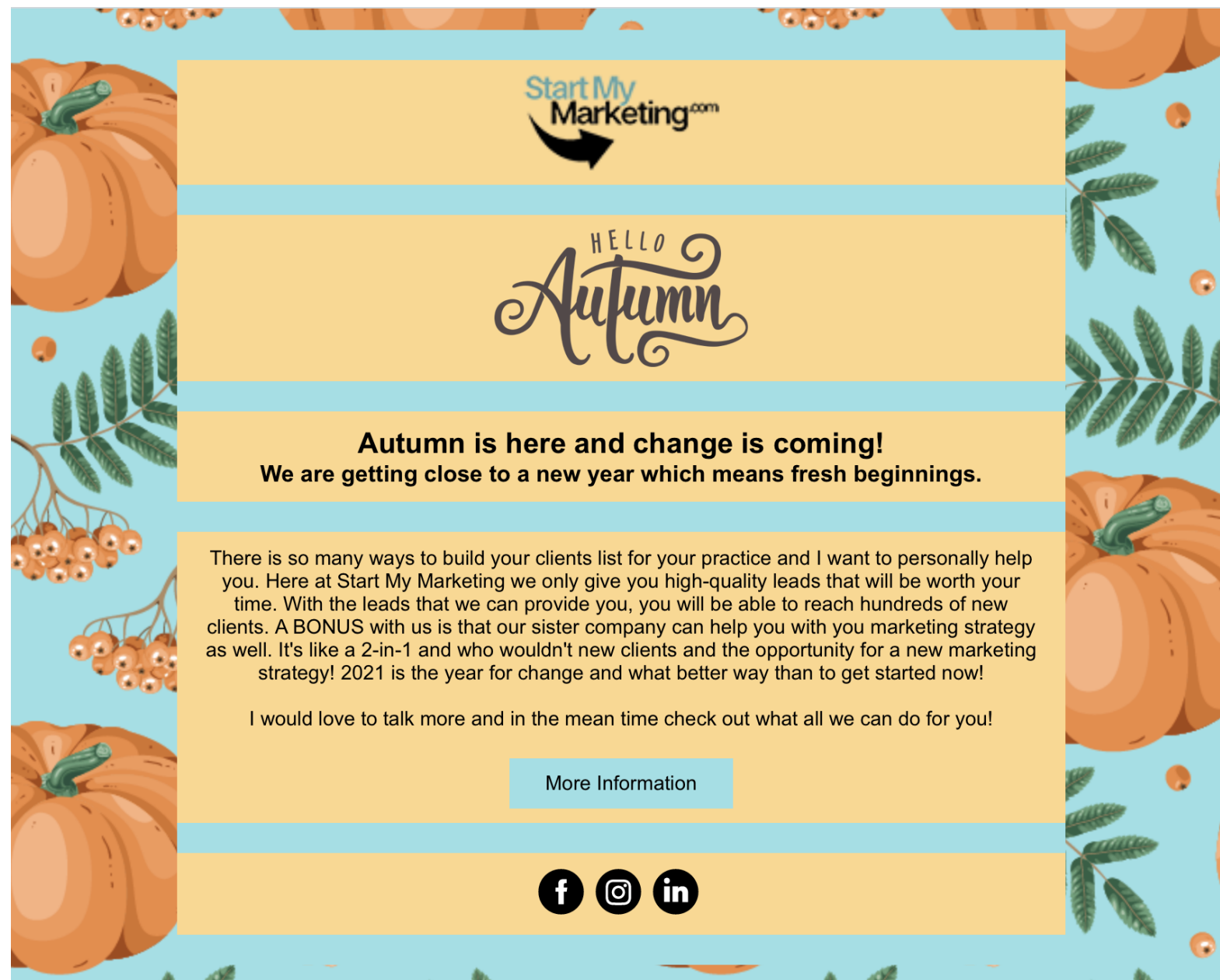


Explore examples of designs for our clients.

- Email Marketing
- Email Drip Campaigns
- Landing Pages
- Logos

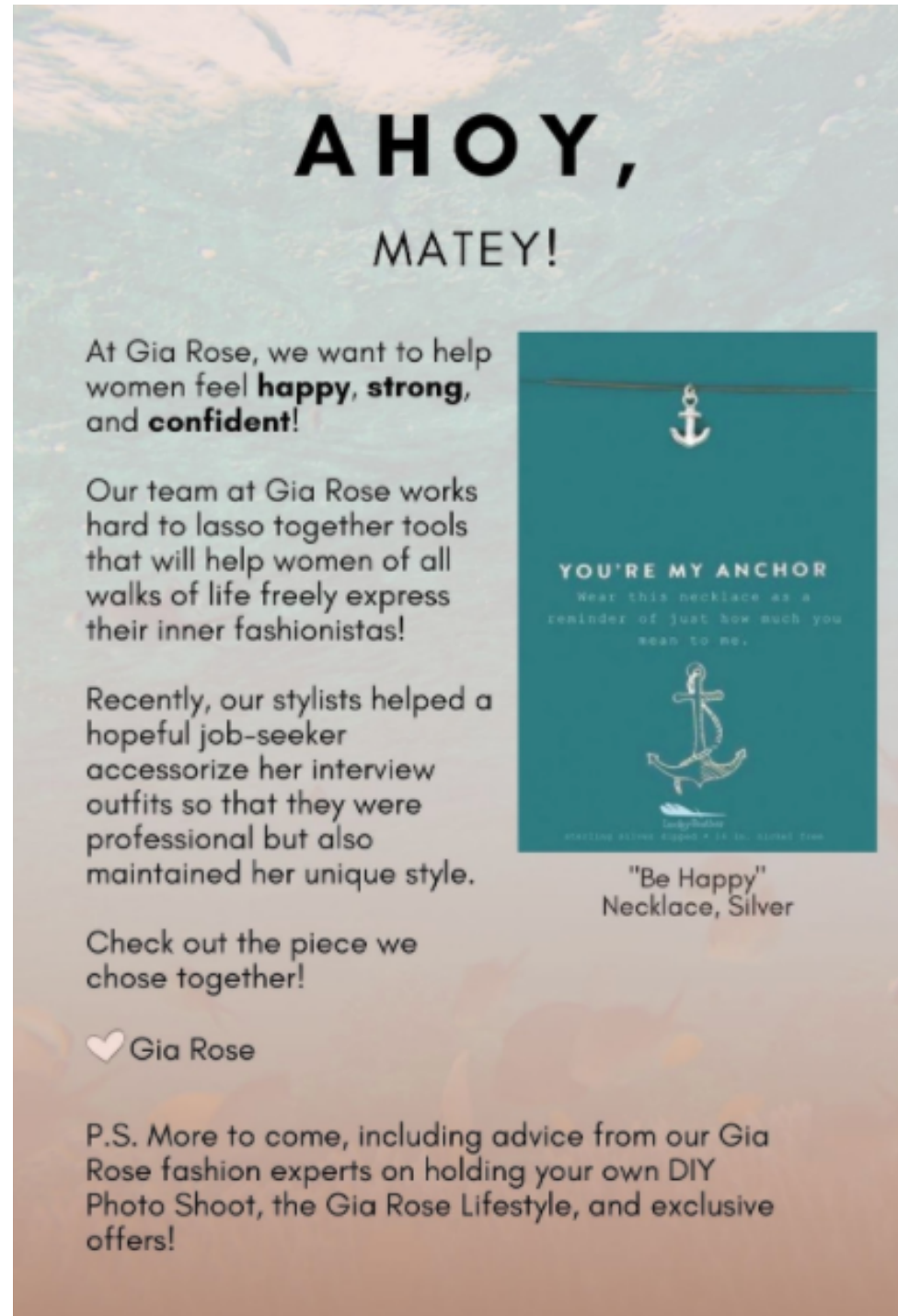
Email

Boosting Our Clients' Presence Through Email



Email Drip Campaigns

Drip campaigns let you create workflows that work smarter and harder, so you can focus on running your business.



Email #1:

Subject: Who is Gia Rose? + How we're helping ladies on their journey to new careers!

Preview Text: At Gia Rose, we're more than your average retail shop.

Ready to try the Gia Rose treatment experience? Use this code for 15% off your first order:
HELLOGIA15-N2020



Email #2:

Subject: *|Camera Emoji|* Hey *|FNAME|*, it's time for your DIY photo shoot!

Ready to try the Gia Rose treatment experience? Use this code for 15% off your first order: **HELLOGIA15-N2020**

Email Drip Campaigns

Drip campaigns let you create workflows that work smarter and harder, so you can focus on running your business.

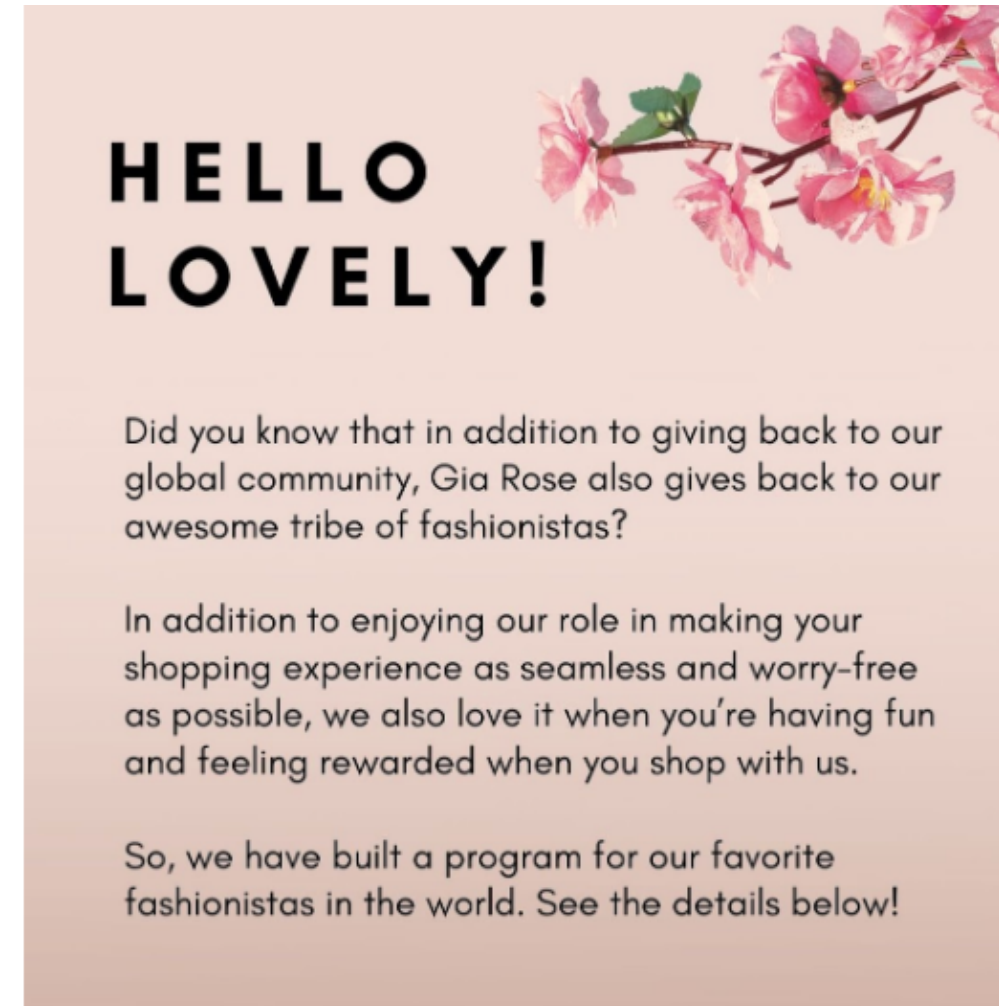


Email #1:

Subject: Who is Gia Rose? + How we're helping ladies on their journey to new careers!

Preview Text: At Gia Rose, we're more than your average retail shop.

Ready to try the Gia Rose treatment experience? Use this code for 15% off your first order: HELLOGIA15-N2020



Email #2:

Subject: *|Camera Emoji|* Hey *|FNAME|*, it's time for your DIY photo shoot!

Ready to try the Gia Rose treatment experience? Use this code for 15% off your first order: HELLOGIA15-N2020

Landing Pages

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:

- Is working from home secure?
- 5 Steps you can take to work securely form home
- How to run a remote office environment

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. Get 5 helpful tips will help you and your company work remotely securely and productively, followed by Q&A.

Overview

Date: Thursday, May 14

Time: 1 PM EST

Duration: 1 hour



Register Now

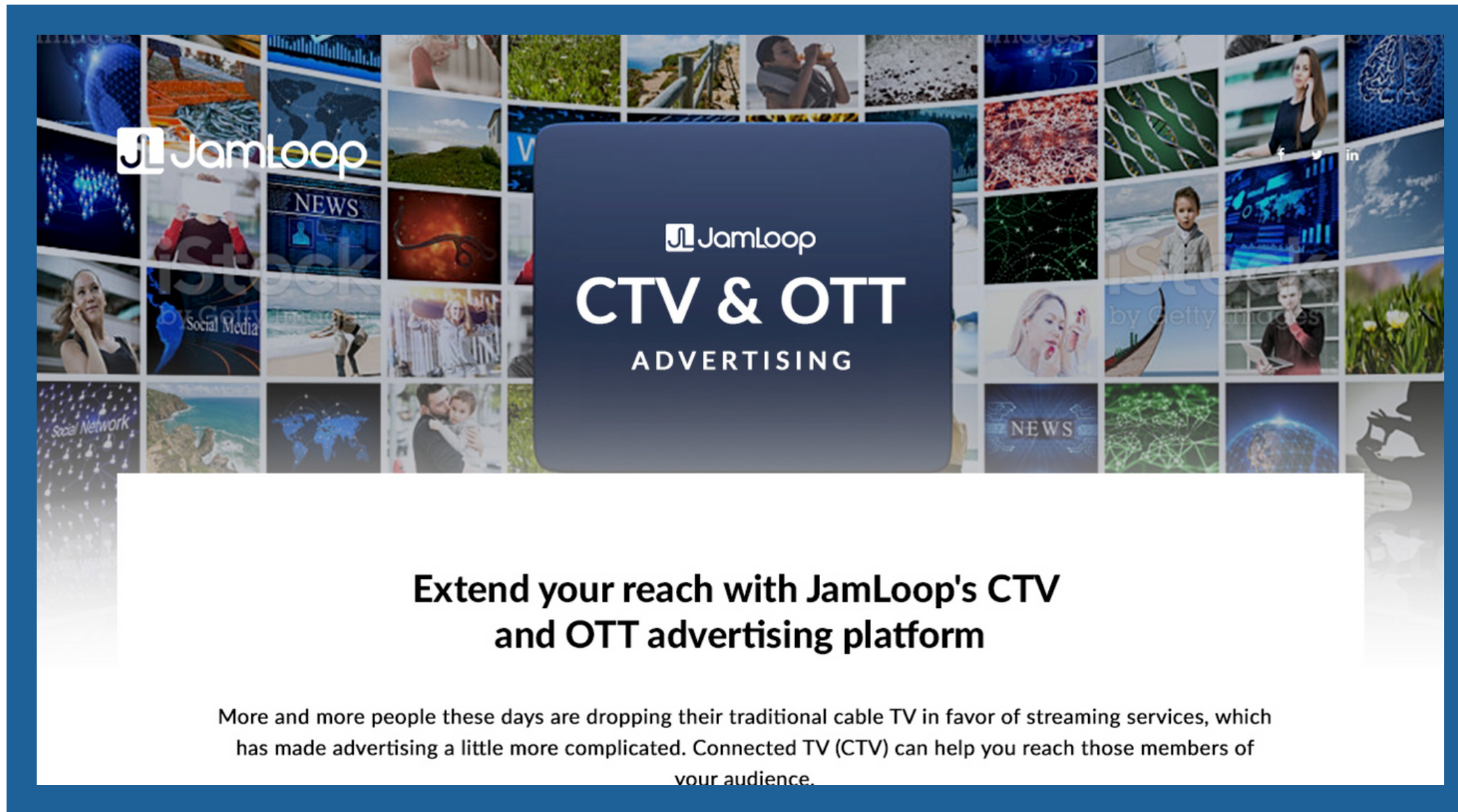
[Already Registered?](#)

*Denotes required.

REGISTER




Landing Pages



JamLoop
CTV & OTT
ADVERTISING

Extend your reach with JamLoop's CTV and OTT advertising platform

More and more people these days are dropping their traditional cable TV in favor of streaming services, which has made advertising a little more complicated. Connected TV (CTV) can help you reach those members of your audience.

 To find out more about JamLoop and how we can help your business, fill out the form below.

Full Name* Email*


Phone* Company Name

OR

You can call on: [925.322.0461](tel:925.322.0461)

What is CTV advertising?

CTV refers to an internet-enabled TV screen, whether that is through a smart TV or a device that connects a traditional TV to the internet, like a Roku, Amazon Fire Stick, Apple TV or Xbox. CTV content is professionally produced, broadcast-quality content and encompasses both on-demand and live video. You may have heard OTT and used CTV interchangeably because they are complementary terms that represent the new way that we consume TV; OTT is the streaming service itself, while CTV is simply the screen type (the big one in your living room!) that you watch the TV on.










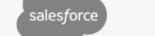


Want to learn more about CTV and OTT? Check out our [blog](#).

Want to learn more about CTV and OTT? Check out our [blog](#).

PARTNERS

We partner with the industry's best to offer this comprehensive, cutting-edge platform.

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[f](#) [t](#) [in](#)

Client Logo Designs



Canada
Benefit
Plan



Client Logo Designs



Masked
in
America

A stylized black and white illustration of the Statue of Liberty's head, wearing a white face mask with a black outline. The mask has two small black dots for eyes and a black horizontal line for a mouth. The illustration is positioned between the words 'Masked' and 'America' in the text.