

DIGITAL MARKETING

PORTFOLIO

HEALTH & WELLNESS



WEBROCKETMEDIA
YOUR ONLY DIGITAL MEDIA PARTNER.

Portfolio Outline

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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 seven years into a fully staffed, full-service digital marketing agency capable of handling even the most complex 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

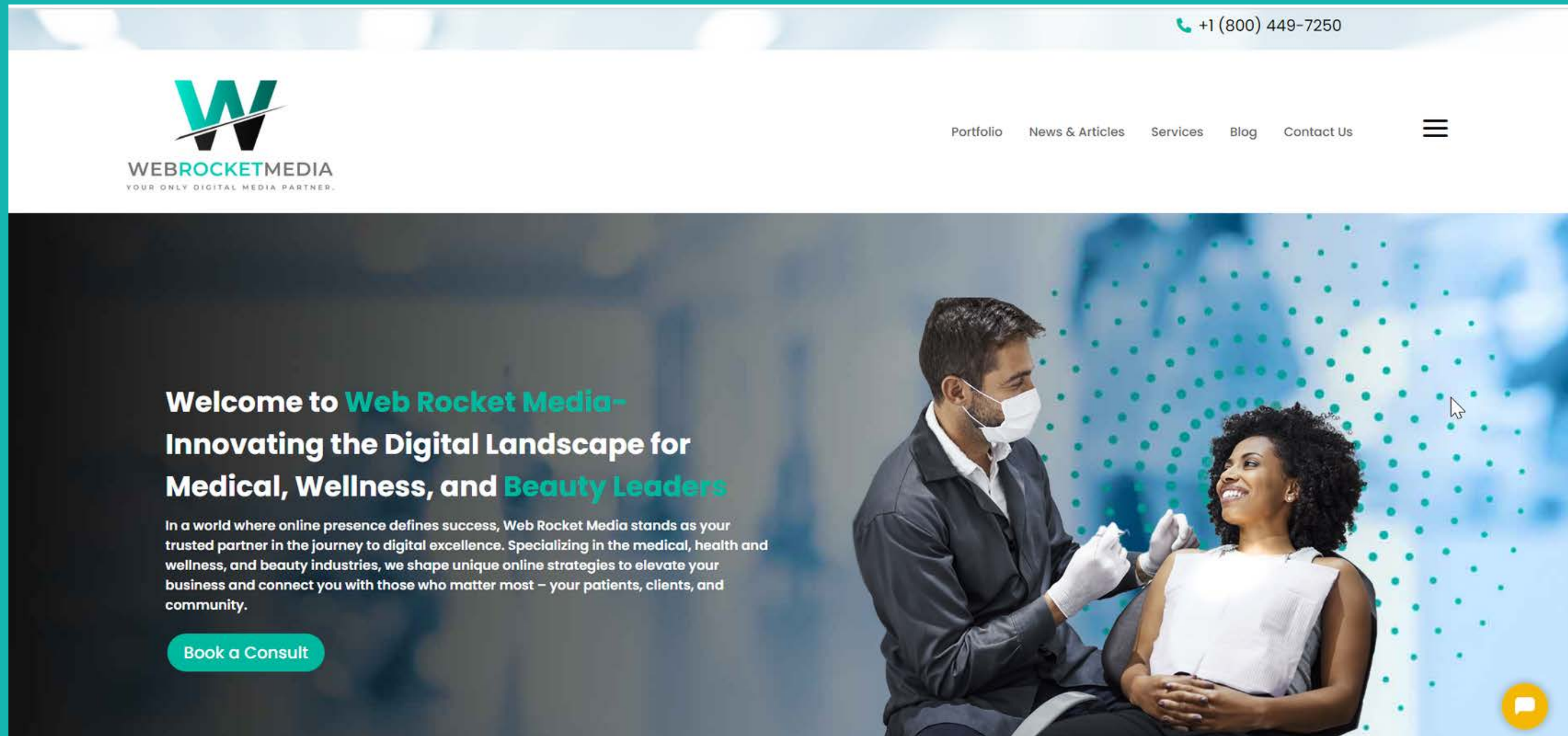
SEO

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

PUBLIC RELATIONS

Podcast Creation, Podcast Outreach, YouTube Strategy, YouTube Channel Optimization, YouTube Video Script writing, Review and Reputation Management

OUR WEBSITE



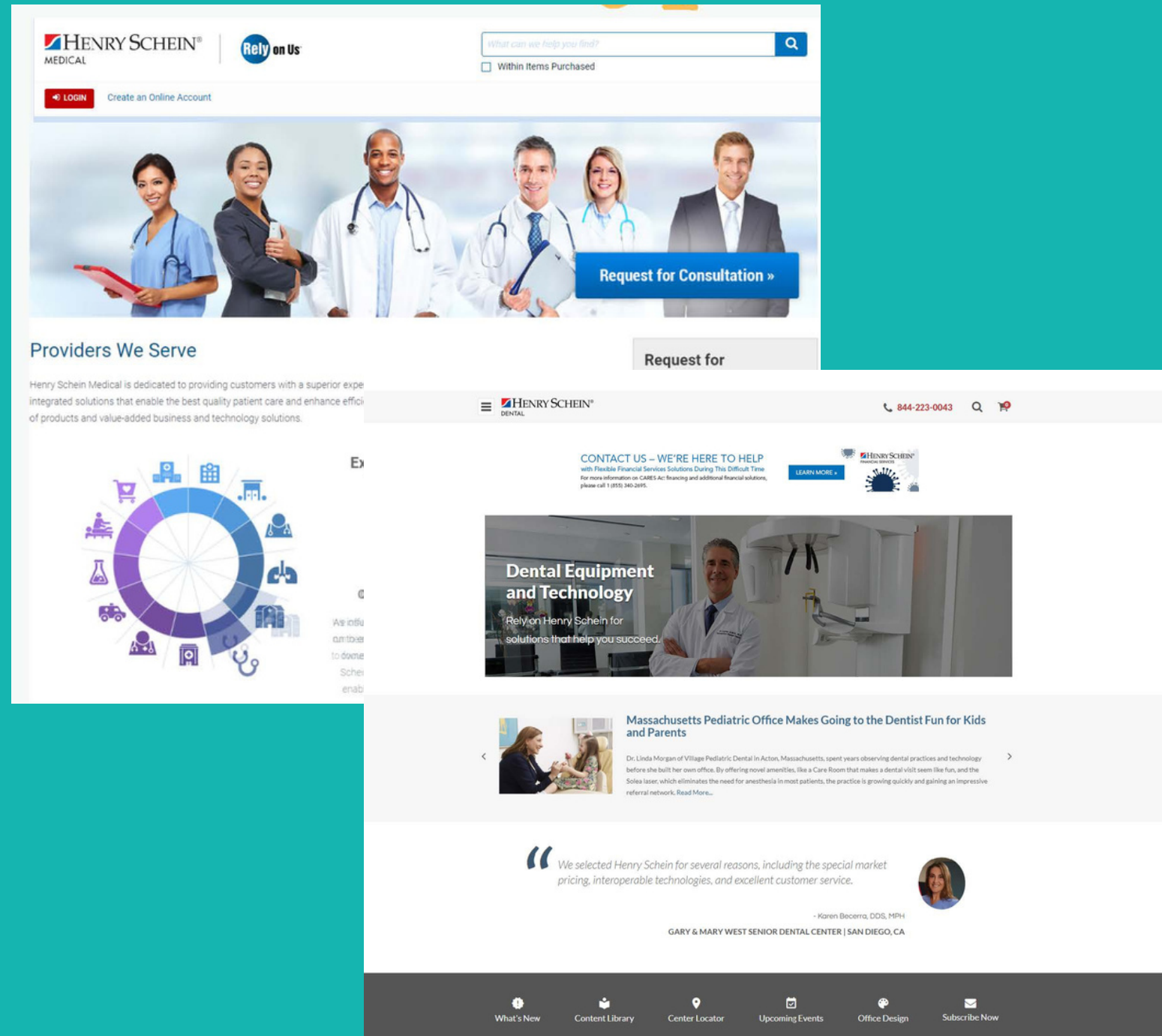
PROJECT

1

HENRY SCHEIN

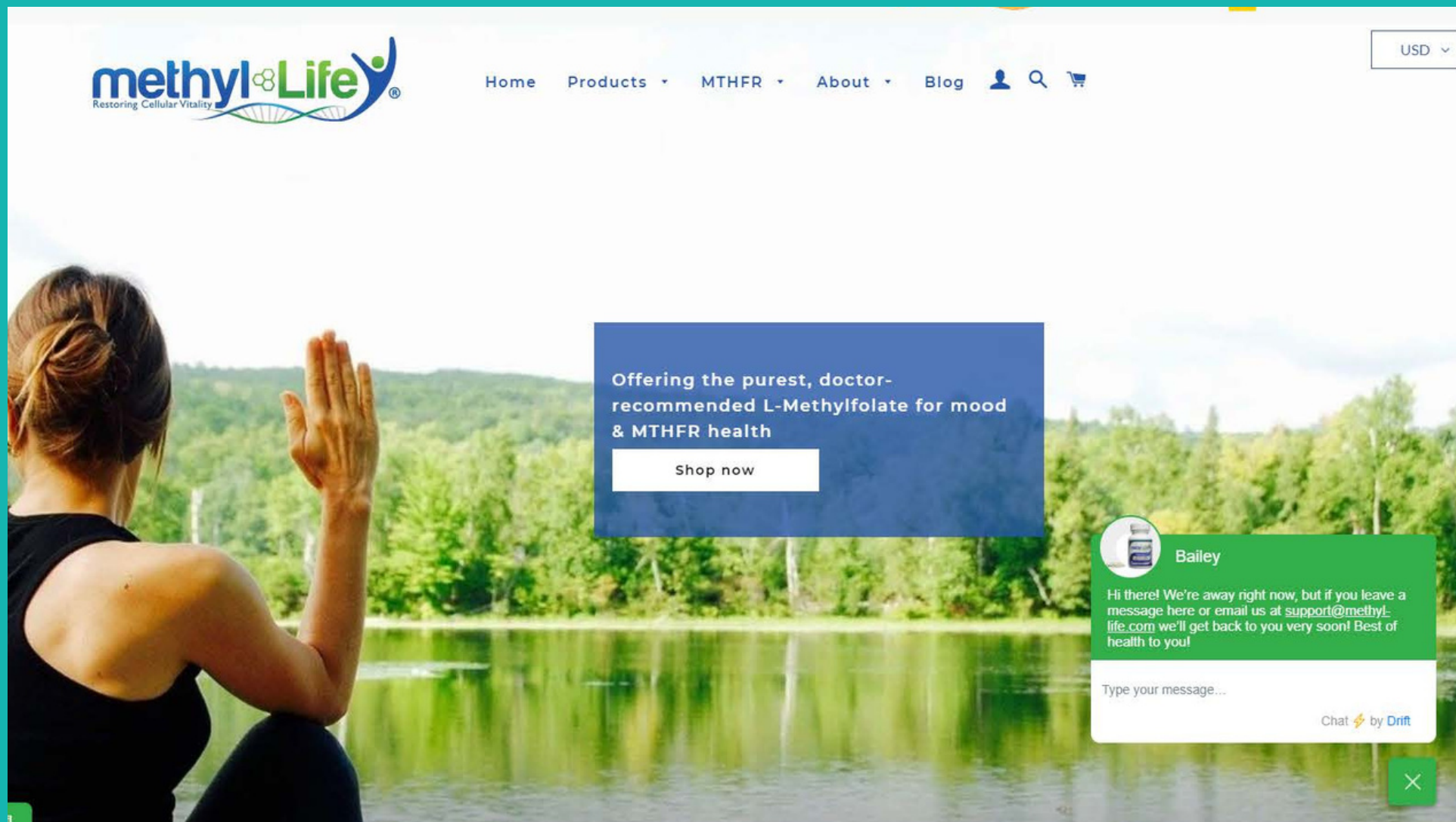
As Direct of Marketing for Henry Schein, Melissa was able to transform their old, antiquated online presence into a clean, fresh one through a complete rebranding and transfer to an ecommerce platform. She optimized their site for SEO across all divisions- Medical, Veterinary, Dental and Special Projects and she ensured consistent branding across all client facing platforms. She executed hands-on Interactive Digital, IT, Analytics, SEO, SEM, SMO, Vendor Relations, Analytics and leveraged multi-million dollar budgets.

<https://www.henryschein.com/>



PROJECT 2

METHYL-LIFE

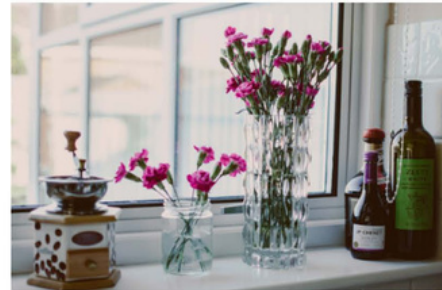


Methyl-Life is a health and wellness brand of vitamin supplements that came to Web Rocket Media with a poorly designed woo commerce site and a need for a cohesive social media strategy, email marketing and paid advertising. Web Rocket successfully redesigned their website, began social media and email marketing campaign, helped get Methyl in the three pack for Google Business Profile, and organized a successful Amazon campaign.

<https://methyl-life.com/>

Sent Email • 6462 Sends • 22% Open Rate • 9% Click Rate

Sent Email • 7013 Sends • 29% Open Rate • 9% Click Rate



HOW CAN YOU BOOST YOUR IMMUNE SYSTEM DURING CORONAVIRUS?

Week of 04/20

Your immune system is your body's defense mechanism against various different illnesses, infections, and diseases. It knows what cells are vital to the body's function while working to eliminate anything that's unwanted.

With the COVID-19 outbreak causing widespread panic around the world, the most effective thing we can do for our bodies during this time is to take care of it in the best ways we know how.

With proper awareness and a proactive attitude, we can fight through this and return to the life we've grown accustomed to. If you're like the rest of the population and are trying to find ways to boost your immune system, you've probably come across a wide range of conflicting arguments.

We've noticed a lot of inaccurate information floating around, and we wanted to set the record straight on some proven ways to boost our infamous immune system.

[Read More...](#)



Do you have questions about your MTHFR diagnosis that you can't seem to find an answer to? Are you looking for a community of like-minded folks who care about holistic health? [Come join our Facebook group!](#) It takes two seconds to join and you will have an opportunity to connect with folks from all over the world.



Here is a sneak peek at our [video of the week](#) for next week that talks about how to properly treat MTHFR. It contains some great advice as well as some rays of hope for every sufferer of MTHFR out there.

Welcome Email Drip - 1/9/20

Active Automated Series • 3500 Sends • 46% Open Rate • 27% Click Rate



A Personal Welcome from Methyl-Life!

Hi Jamie,

Thanks for joining us at Methyl-Life. As the founder, I'd like to personally reach out and welcome you.

Methyl-Life was created as a result of my own journey with MTHFR. Since then we've seen so many people improve energy levels, sleep, mental clarity, depression, anxiety, digestion, and more.

We're here to help you create optimal health and vitality, and we're always adding new resources. In the coming weeks we'll be sending you information on how to find the right dose, connect with the right doctor, and more—plus promo codes and special offers.

In the meantime, what brings you to Methyl-Life, and how can we support you?

Please reply to this email and let me know. I read every email, and your questions and requests help us create resources best suited for your needs.

Just starting to learn about MTHFR? In this video, with the help of Dr. Sierra Storm, I share my personal story with MTHFR and what you can do to start feeling better today.

Also, please check out our [MTHFR Newbies](#) page for some initial steps to take.



STAYING POSITIVE IN A CRAZY WORLD

Week of 04/06

This week we would like to highlight some really awesome and exciting things that are happening within Methyl-Life. We know that the world outside is a bit

overwhelming right now, but we believe that as long as we are here for each other, everything will turn out all right. And if you choose to watch the news you will see spots of beautiful light speckled among the rising numbers and somber reports- the light of people who are out there working as hard as they can to keep the world spinning in the right direction. Just like Mr. Rogers, we look for the helpers.

Normally (if anyone remembers what normal is :) there wouldn't be much us 'regular folks' could do, but in this current crisis many of us are lucky enough to be able to contribute.

Many of us are learning how to work and teach our kids from home. Some of us are applying for assistance we never thought we would need. We have been given this time of cautious reflection to examine the journey we are currently on and some downtime to make a plan for the future.

Because regardless of how bad this gets, it will not last forever. And when the light starts to shine at the ends of the tunnel and doors start opening up again, we hope you all hit the ground running.



Methyl-Life Founder Jamie Hope was on an episode of A Breath of Fresh Marketing, where she talked about how she is staying healthy and active through the social distancing measures! [Check it out here.](#)



Are you interested in learning how Methyl-Life came to be? Check out Founder Jamie Hope's journey to wellness. Watch the [video](#) here.

Boost Your Immune System!

With our Sucrosomial Magnesium, you get more magnesium transported into your cells where your body can actually best use it.

Magnesium is a very important methylation supporter and we've finally found a version we're very proud to make available to our MTHFR customers. We're excited to bring you more cellular vitality with our **Sucrosomial Magnesium®!**

[Sucrosomial Magnesium®](#)

90 Chewable Wafers

Now Only \$16.99



PROJECT

3

Y O M E N G A

YoMenGa is a health & wellness startup that had a bit of trouble getting started. What began as a business modeled around offering one-on-one yoga and positivity training services to men, eventually opened its doors to provide counseling services, webinars, motivational speeches and yoga seminars to men and women of all ages. Web Rocket Media was instrumental in helping YoMenGa solidify its business plan, build brand awareness and grow a client list through a full website redesign, social media campaign, Google Business Profile, SEO, blogging, a successful video series and outreach.

<https://yomenga.com/>



Daniel
Stillman



Founder of YoMenGa®

Signature Topics

- What does it mean to be authentic in the modern world?
- Your life - is this it? Why do I feel so unhappy and disconnected?
- Calming the stressed, anxious mind.
- The brain science of neuroplasticity, triggers, emotional scars, and rewiring your brain.
- The challenges of communicating openly and honestly, along with techniques to connect with loved ones.
- Positive Psychology - why it is so important.
- The importance of being present and emotionally free.

Dan's course – Get Real, Deal & Heal – teaches:

- How anyone can achieve their full potential emotionally, spiritually, and physically.
- How to rewire your brain to erase emotional scars and triggers to establish healthy patterns.
- How anyone can communicate openly with vulnerability and empathy, while still feeling true to their authentic self.
- How to eliminate anxiety, worry, and mental turbulence with yoga, meditation, and mindfulness.
- How anyone can be loving and present in the moment – without worrying about the past or being anxious about the future.
- How Positive Psychology empowers anyone to flourish.



Speaker & Coach

Dan empowers anyone who feels unfulfilled and dissatisfied to flourish in all areas of life by exploring the truth about themselves and unlocking their true authentic life.

I will teach you how to "Live in the Solution; Not the Problem" because you are capable of so much more!
- Dan Stillman

BOOK DAN

For interviews and speaking engagements

Email: Daniel.Stillman@yomenga.com

Phone: (201) 207.3964

CONNECT

f [Facebook.com/Yomengayoga](https://www.facebook.com/Yomengayoga)

@ [Instagram.com/Yomenga_yoga](https://www.instagram.com/Yomenga_yoga)

www.yomenga.com

YOMENGA

YoMenGa

ANXIETY BUILDING? STRESS INCREASING? GOING STIR CRAZY?

If you're experiencing any of these symptoms due to the Coronavirus, I'm here to help!
Book your FREE One-on-One online coaching session with me.

Our time together is very valuable to me and is intended to be supportive and transformative!

I'm here for you.

EMAIL MARKETING



PROJECT

4

BIOTA CBD

Biota CBD was a small white-label CBD company that was growing fast and found themselves in need of help with rebranding. Web Rocket Media stepped in and offered them all of the assistance they needed to step into their new look across all channels. From logo design and website redesign to product mock ups, Web Rocket covered all of their rebranding needs.



<https://www.biotacbd.com/>

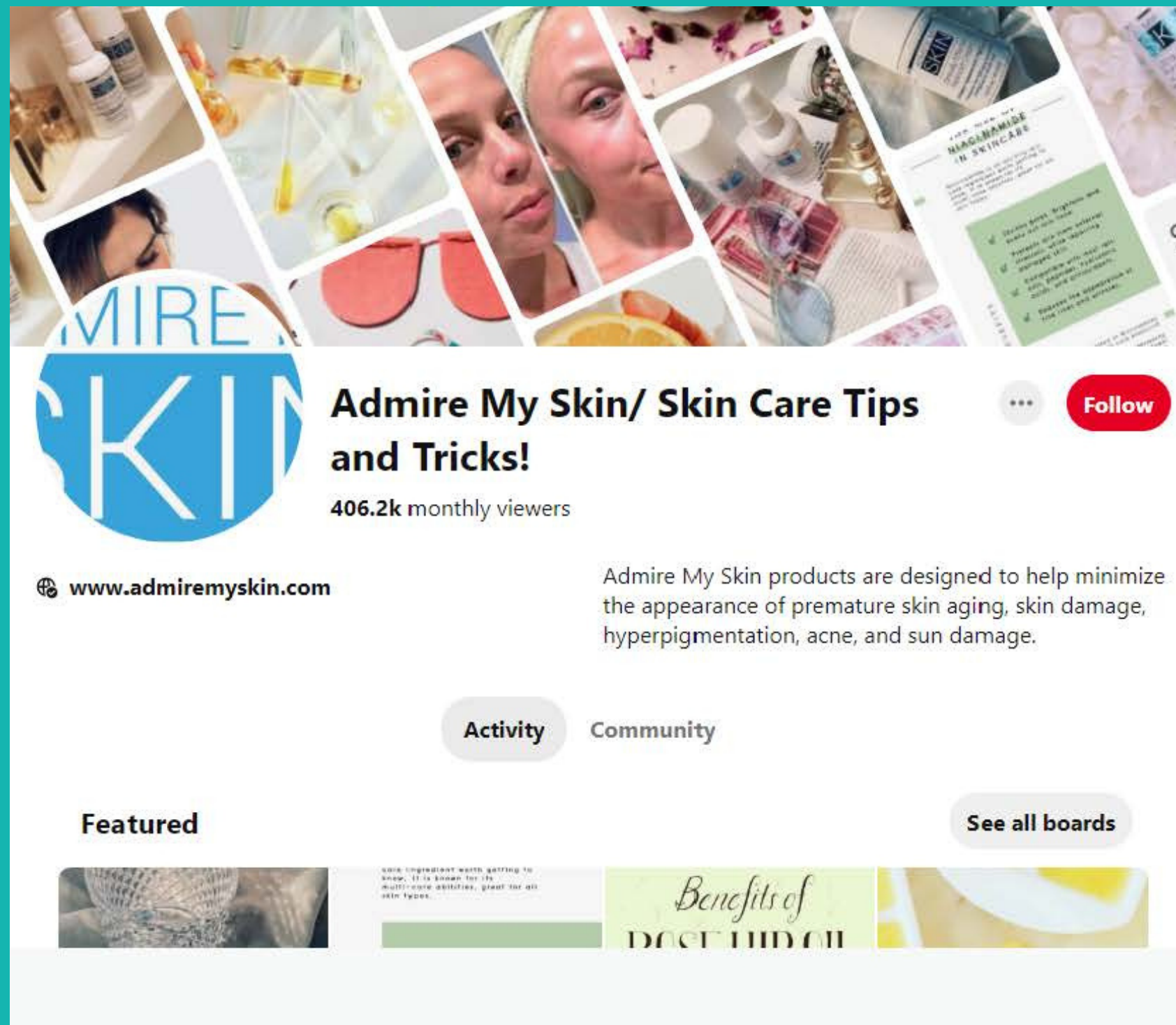
PROJECT 5

ADMIREMYSKIN

Admire My Skin, or AMS, as they are known around Web Rocket Media, is an example of a skincare company that Web Rocket helped grow so large that the owner was able to sell the company for a substantial profit. And how did Web Rocket help

AMS achieve such tremendous growth?

Pinterest and influencer campaigns. Through a combination of beautifully crafted "pins" and an outstanding product, AMS' Pinterest following ballooned from a few hundred followers to an audience of over 400,000.



<https://www.admiremyskin.com/>