Record Employment Period for Red Rocket Media

Thursday 1 May, 2014

Specialist social media and content marketing agency, Red Rocket Media, has reported a record period of employment, with the appointment of 11 new members of staff so far this year. The agency has boasted continual growth ever since its foundation in 2009, but the past four months have seen a much faster pace of recruitment compared to previous years.

The growth comes as a direct response to an ever-increasing demand for content marketing, with new roles including Content Promotion Specialists, Journalists, Content Strategists and Graphic Designers.

Managing Director, Matt Hopkins, is unsurprised by the recent surge in demand, stating, “It’s been a long time coming but businesses are finally recognising the value of investing in a high quality content marketing solution. Many may have been publishing cheap, low quality content for a while but they are realising that this is no longer good enough. The internet is awash with low-value content so all they’ve been doing is adding to the white noise - which has yielded little return to their brand.”

“It’s about more than individual pieces of content. Companies want a robust strategy with competitor analysis, content audits, editorial calendars, high quality content, targeted promotion, tracking capabilities, performance analysis and so on. It’s in this area that people are now seeing the value of greater investment and where we predict significant growth.”

The agency, which has offices in Portsmouth and more recently, London, is already looking for larger premises in the Soho area to accommodate further growth of its teams in 2014.

About Red Rocket Media
Red Rocket Media is a leading social media and content marketing agency. It provides companies with innovative, high-performing social media and content marketing solutions that fully align with the overall objectives of its clients.

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