

**YOUR**

***Ultimate***

**2021 MARKETING  
PLANNING GUIDE**

**AUGUST**

REACHLOCAL



# August 2021

## → THIS MONTH'S MARKETING MUST

Who's got mail? With email marketing, the answer is your customers! Email marketing can help you engage existing customers and reach new potential customers right in their inbox.

## → QUICK TIPS

- Use targeted email marketing to segment your audience and personalise your email messages to increase open rates.
- Make sure your [subject line](#) is catchy, straightforward, and enticing.
- Keep your email marketing messages short and sweet – leading with a deal or promotion never hurts and always intriguing to the audience

## → MARKETING & PROMOTION IDEAS

- It's not too early to start thinking about your [holiday marketing](#) plan – outline your specials and promotions now and let your marketing partner know what you're planning.
- Everyone appreciates a good pen or tote bag – consider giving out promotional materials to your customers to stay top-of-mind
- Post on social media about your favourite cause, and why it's important to you on World Humanitarian Day on August 19. This day is all about giving back, so a monetary contribution from your business would go a long way toward helping a humanitarian cause you are passionate about.

73%

of millennials prefer communications from businesses to come via email.

SOURCE: [HUBSPOT](#)

## SOCIAL CALENDAR IDEAS

AUG 13

### INTERNATIONAL LEFT-HANDERS DAY

It may often be overlooked but even dexterity/handedness can make a percentage of the population feel 'different', especially when the majority of the world is structured for right-handers, from notebooks, scissors to computer keyboards and mice. Let's take today to consider upon diversity, inclusion and things that we can overcome together! Give a massive shoutout to the coolest "lefty" legends in your life! #internationallefthandersday

AUG 13

### RED NOSE DAY

Funds raised on Red Nose Day over the last 32 years have resulted in an incredible 85 percent reduction in sudden infant death. That's 10,857 babies saved and counting. Red Nose Day sparked a global movement and catalyzed research into the reasons why babies die suddenly in their sleep. #rednoseday

AUG 15

### NATIONAL RELAXATION DAY

Share your favorite tips for relaxing, a relaxation playlist, or a local business – like a spa – that helps you unwind. Spas – this is a great day for you to share testimonials from customers who you've helped relax or just an overview of what you offer. #nationalrelaxationday



# August 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6 INTERNATIONAL BEER DAY	7
8 INTERNATIONAL CAT DAY	9 BOOK LOVERS DAY	10 NATIONAL LAZY DAY	11	12	13 RED NOSE DAY INTERNATIONAL LEFT-HANDERS DAY	14
15 NATIONAL RELAXATION DAY	16 NATIONAL TELL A JOKE DAY	17 NATIONAL NONPROFIT DAY	18	19 WORLD HUMANITARIAN DAY	20	21 WORLD ENTERPRENUER DAY
22	23	24	25	26	27	28
29	30	31				

NOTES: \_\_\_\_\_