

*The Only*  
**MARKETING  
CALENDAR**  
YOU'LL NEED IN 2022

**REACHLOCAL<sup>®</sup>**

*Marketing ideas,  
social posts,  
and promotions  
for **August!***



# AUGUST

## 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!

## MARKETING AND 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 likes 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](#)

# AUGUST

#internationalbeerday #bookloversday, #lefty #internationallefthandersday

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

## SOCIAL CALENDAR IDEAS

### Aug 13: International Left-Handers Day

It is often be overlooked but even dexterity can make a percentage of the population feel ‘different’, especially when the majority of the world is structured for right-handers. Give a massive shoutout to the coolest “lefty” legends in your life! #internationallefthandersday

### 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

### Aug 17: National Non-Profit Day

Get out and volunteer at a local non-profit and share pictures to your social sites. If you can’t make it out to volunteer, share a round-up of your favorite non-profits. #nationalnonprofitday

## GOALS & PLANNING

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