

The Only MARKETING CALENDAR YOU'LL NEED IN 2022

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

REACHLOCAL[®]



JULY

THIS MONTH'S MARKETING MUST

It's now easier than ever to find your target audience while they browse the web, scroll their social feeds, and watch videos online. Consider starting off by remarketing to your past customers and website visitors to through display advertising.

QUICK TIPS

- Make the most of remarketing lists and lookalike audience targeting options.
- Include animated visuals to grab your audience's attention by simply changing out images, text, and offers
- Users have an average interaction time of **just 9.31 seconds**. Avoid pushing more than one message or product.
- **Combine Display** with other digital marketing solutions like Search and SEO to boost conversion rates.

MARKETING AND PROMOTION IDEAS

- Hold a winter-themed Instagram giveaway. Be inspired by the winter solstice or get behind the Christmas in July trend. Instagram giveaways are a great way to give your account a follower boost.
- July is 'Plastic Free July' Month – share sustainability initiative that your company is doing or your favourite eco-friendly tips and brands (and where to get them – locally!).



7x

People usually need to see a message 7x on average before they take action .

Source: [B2B Marketing](#)

JULY

#plasticfreejuly #sustainability #worldemojiday #ecofriendly #environment

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 PLASTIC FREE JULY (1ST-31ST)	2
3	4	5	6 INTERNATIONAL KISSING DAY	7 WORLD CHOCOLATE DAY	8	9
10	11	12	13	14	15 NATIONAL GIVE SOMETHING AWAY DAY	16
17 WORLD EMOJI DAY	18	19	20	21	22	23
24 INTERNATIONAL SELF CARE DAY	25	26 DISABILITY INDEPENDENCE DAY	27	28	29	30 INTERNATIONAL DAY OF FRIENDSHIP
31						

SOCIAL CALENDAR IDEAS

July 1-31: Plastic Free July

It is a global movement to be part of the solution to plastic pollution – so we can have cleaner streets, oceans, and beautiful communities. Will you be part of Plastic Free July by choosing to refuse single-use plastics? #plasticfreejuly #ecofriendly

July 15: National Give Something Away Day

This is the perfect day for a Facebook or Instagram giveaway! Run a social media contest and choose a winner to give something away to. #givesomethingawayday

July 17: World Emoji Day

In today's digital age, communication has gone far beyond just text. Emojis have become a crucial part of communication when emphasizing a message or expressing emotions.

GOALS & PLANNING
