

# The Only MARKETING CALENDAR YOU'LL NEED IN 2022

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

REACHLOCAL®



# JUNE

## THIS MONTH'S MARKETING MUST

Video killed the radio star, and it's still on the rise. Video is a powerful marketing tool to help you connect with customers, share what your business is all about, and show—instead of tell—why people should do business with you.

## QUICK TIPS

- Make a quick video from your cell phone walking through your location or introducing yourself and share it on social media.
- Try going live on Facebook or Instagram to build engagement with your audience.
- Have your employees script a brand commercial for your business to either film professionally or create using your smartphone.

## MARKETING AND PROMOTION IDEAS

- We're halfway through the year – are you on track to hit your business and marketing goals? Review the goals you set with **your marketing partner** and adjust as needed.
- If your business falls under the air conditioning and gas industry, this is the time to push a winter sale or promotion to get more people to try out your business.
- Businesses are winding up the financial year this month, and we all know EOFY time is SALE TIME! Clear out old stock and drive sales by enticing customers with amazing deals and discounts before June 30.



72%

of customers would rather learn about a product or service through a video than text.

Source: [HubSpot](#)

# JUNE

#nationaldonutday, #worldoceansday #protect30x30 #donutday #socialmedia #smday

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 GLOBAL DAY OF PARENTS	2	3 NATIONAL DONUT DAY	4
5 WORLD ENVIRONMENT DAY	6 HIGHER EDUCATION DAY	7	8 WORLD OCEANS DAY	9	10	11
12 INTERNATIONAL CHILDREN'S DAY	13	14	15	16	17	18
19	20	21 NATIONAL SELFIE DAY	22	23	24 TAKE YOUR DOG TO WORK DAY	25
26	27	28	29	30 SOCIAL MEDIA DAY		

## SOCIAL CALENDAR IDEAS

### Jun 3: National Donut Day

Bring donuts for your team (and for your customers if you have a storefront!) and share pictures or videos of people enjoying them. If you got donuts from a local bakery, make sure to tag them in your social posts! #nationaldonutday

### Jun 8: World Oceans Day

For 2022 World Oceans Day is uniting conservation action to grow the global movement calling on world leaders to protect 30% of our blue planet by 2030. #worldoceansday #OceanClimateAction #Protect30x30

### Jun 30: Social Media Day

In 2010, @mashable launched this day to recognise the significant impact of social media on global communication. #SMDay

## GOALS & PLANNING

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