



The Only **Marketing Calendar** **You'll Need in 2023**

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

July

THIS MONTH'S MARKETING MUST

Did you know there's a way to keep your business in front of people until they decide to convert into customers? With retargeting, once someone leaves your website, they're targeted with ads for your business on sites across the web.

QUICK TIPS

- Retarget web visitors on social media with Facebook retargeting.
- Use retargeting ads to entice users back to your site with a special offer.
- Test out different ad creative and optimize based on what's working to drive the most visitors back to your site.

MARKETING AND PROMOTION IDEAS

- Hold a winter-themed Instagram contest or giveaway. Be inspired by the winter solstice or get behind the Christmas in July trend. The prize could be a gift card or product from your store, or a free service. Instagram giveaways are a great way to give your account a follower boost. Use a #hashtag so that your contest is easily found on social media.
- 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!).



70% People who see retargeted ads are 70% more likely to convert on your website.

Source: [Invesp](#)

July

#plasticfreejuly, #christmasinjuly, #dryjuly, #nationaldiabetesweek, #internationaldayoffriendship

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2 World UFO Day	3	4	5	6 International Kissing Day	7 World Chocolate Day	8
9	10 National Diabetes Week begins	11	12	13	14	15
16	17 World Emoji Day	18	19	20	21 Get To Know Your Customers Day	22
23	24 World Chocolate Day	25	26	27	28	29
30 International Day of Friendship	31					

EMAIL SUBJECT LINES

- Beat Those Winter Blues with Our Christmas in July Sale! 🧢
- Winter Warmer Deals for you
- Our Favourite Winter Trends You Need to Know

SOCIAL CALENDAR IDEAS

July 1-31: Plastic Free July

It is a global movement that helps millions of people 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 #sustainable #ecofriendly

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 emphasising a message or expressing emotions. #worldemojiday