

JUNE 2017

Marketing and Holiday Planning

We are almost halfway through 2017, so now is a great time to review your 2017 goals and see if you are on track to achieve them. Whether you are ahead or a little behind, there is plenty of time to increase revenue. Here are 4 tips for increasing your revenue and holidays in June to put them into action:

How to increase revenue for your small business

1. Encourage repeat business, not just new business
2. Provide value with coupons and discounts
3. Show off your industry expertise
4. Consider outsourcing your marketing

Tip: You can find certified marketing experts in [Constant Contact's MarketPlace](#).



[Learn how to implement these tips on the blog](#)

June Holidays

5 World Environment Day

8 Best Friend Day

14 Flag Day

18 International Picnic Day

19 Father's Day

20 Summer Solstice

21 World Music Day

23 Public Service Day

30 Social Media Day

National Email Week (2nd week)

1

June Content Ideas

Email Week

Send a goodwill message to your contacts to thank them for their support and for subscribing to your email list. Ask them to share the love by forwarding to others that would enjoy your emails as well.

How: Add a video to your next email with a personal thank you message for your customers

2

Dads, Grads, and Best Friends

Encourage customers to express their appreciation and support of their dads, graduates, and best friends by spending time together, sending a card, and giving them a call or gift.

How: Send a coupon campaign that can be redeemed in-store or online

3

Summer Solstice

Celebrate the longest day of the year with an event extending your store hours for the day, share seasonal tips with things to do with the extra daylight, or run a promotion on products or services to help kickstart summer.

How: Add a Read More Action Block to share seasonal tips

4

Social Media Day

Share "day in the life" pictures of your small business and spend time interacting with your customers on social media. Encourage your new customers to stay connected and follow you!

How: Use Constant Contact's Social Post or Facebook Advertising tools

The Power of Email Marketing and Social Media

15%



annual growth in email databases for those who integrate email marketing and social media compared to 9% for those who only use email marketing

[Source: Direct Market Association]

80%



of businesses integrate email marketing with social media.

[Source: Constant Contact]