

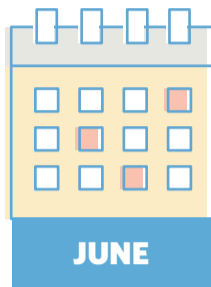
# JUNE 2018

## Marketing and Holiday Planning

June has arrived which means summer is finally here. This time of year means longer days, warmer nights, and the start of summer vacation! People are out and about more often and for longer stretches of time. This may be why most small businesses see summer as the busiest season of the year. Do you have a plan to start the season off strong? Whatever your goals are for June, these tips are sure to help your business shine!

### June Themes

- **Email Week** (week 2)
- Summer Vacation
- Father's Day
- Fun in the sun
- LGBT Pride Month
- Best Friends Day



### June Holidays

- 5** World Environment Day
- 6** D-Day
- 14** Flag Day
- 14** World Blood Donor Day
- 17** Father's Day
- 21** Summer Solstice
- 23** Public Service Day

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### June Content Ideas

#### Father's Day Sale

You went all out for Mother's day last month and Father's day should be no different. Be sure to reach out to all the people who came in to get mother's day gifts, so they can get something for Dad too. Send out an email reminder with some Father's Day gift suggestions, and add a coupon to get them buying today!

**How:** How: [How to Send the Perfect Father's Day Email](#). Add a [Coupon](#) to your Father's Day Email

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#### Email Week

This is a perfect opportunity to really engage your list through email. Send out multiple emails this week, each with a new reason to read for each day. The goal of each email can be to educate, promote, raise awareness, or anything else you choose!

**How:** How: Check out the benefits to sending multiple emails [HERE](#)

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#### Best Friend's Day

Everyone loves to hang out with their best friend. Give your audience a reason to bring their BFF to your business. Send an email offering a 2-for-1 sale in honor of best friends day, and get everyone's best friend on your list!

**How:** Use [Sign-up tools](#) to add your audiences' best friends to your list

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#### World Environment Day

Raise awareness and take action to help the environment we all share. Share some simple tips on things we can do to help clean up the environment, and show that your small business cares about keeping the community clean. Even collect funds for an environmental cause by adding a donations action block.

**How:** Add [Donations](#) action block to your email

### The Power of Email Marketing and Social Media

40x



Email is 40 times more effective at acquiring new customers than Facebook or Twitter.

[Source: [McKinsey](#)]

72%



72% people prefer to receive promotional content through email, compared to 17% who prefer social media.

[Source: [Marketing Sherpa](#)]