

AUGUST 2018

Marketing and Holiday Planning

With August now upon us, we enter into the last month of summer. This may be the last chance to take advantage of the beautiful outdoor weather and summer vacations before Fall. If you're looking for ideas on how to end the summer season with a bang, these tips should help make your business a hot spot in August.

August Themes

- Back to School
- Travel & Leisure
- Family Fun Month
- National Picnic Month
- National Golf Month



August Holidays

- 3** International Beer Day
- 4** International Hangover Day
- 4** U.S. Coast Guard Day
- 11** Son & Daughter Day
- 18** Bad Poetry Day
- 21** Senior Citizens Day
- 26** National Dog Day
- 27** Global Forgiveness Day
- 31** National Eat Outside Day

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August Content Ideas

Family Fun Month

Show your customers that you care about their whole family, by adding some great family summer activity ideas to your next email. Or go one step further by hosting an [event](#) with activities for the whole family, to ensure generations of loyal customers.

2

Back to School Sale

With a new school year about to start, now is the best time to offer a back to school sale. By [adding a coupon](#) to your email, you can incentivize customers to get everything they need from you, before they get it elsewhere.

3

Travel & Leisure Tips

August is one of the most popular times of the year to travel. Capitalize on that theme by sending out a newsletter highlighting some of the best places to go and things to do in your area - making sure to include your business on that list.



4

Senior Citizens Day

Take this day to show appreciation for the contributions of the senior citizens in your community. You can do this in a number of ways, such as; offering a senior discount for the day, or doing a spotlight on the achievements of one of your senior citizen customers in your next email.

The Power of Email Marketing and Social Media

320%



Welcome emails are incredibly effective: on average, 320% more revenue is attributed to them on a per email basis than other promotional emails.

[Source: Wordstream]

80%



80% of retail professionals indicate that email marketing is their greatest driver of customer retention

[Source: eMarketer]