

# AUGUST 2020 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 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.

## Content Ideas for August

### Back to School Sale

1

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.

### Travel & Leisure Tips

2

Remind your audience that there are still plenty of leisure activities that can be done safely without traveling. Share a list of local parks and picnic areas where people can safely enjoy some fresh end of summer sunshine.

### Senior Citizens Day

3

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.

## August Holidays



- 1 International Hangover Day
- 2 Friendship Day
- 4 U.S Coast Guard Day
- 7 International Beer Day
- 11 Son and Daughter Day
- 21 Senior Citizen's Day
- 26 National Dog Day
- 27 Global Forgiveness Day

## August Themes

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

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]