



# SUMMER MARKETING GUIDE 2017



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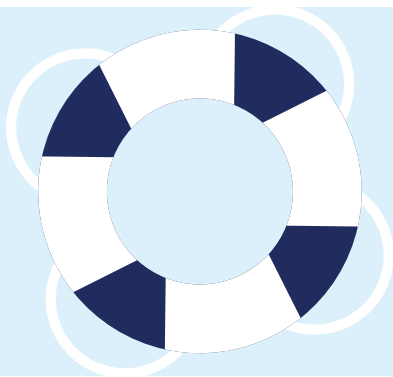
## Introduction

Summer comes with both challenges and opportunities for all types of businesses to improve and build on marketing channels.

For some businesses, the summer months can bring in lots of business as families and tourists hit the sidewalks and bring people to your store. For others, the slow summer season is an opportunity to plan ahead and gear up their marketing strategy.

Whether you capitalize on the momentum of the season or grow your business or use the quiet summer months to build your marketing assets—summer is the perfect time for small businesses to get creative with their marketing.

Our guide is filled with ideas, tips, and tactics to attract customers through the summer months and build your marketing assets for the rest of the year.



“What’s your biggest marketing challenge during the summer?”

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# SUMMER MARKETING CHECKLIST



## Summer Marketing Checklist

Depending on your industry, businesses can either thrive or wilt during the summer season. While some businesses are bursting with customers, others feel the challenge of slower sales. But just because your customers have checked out for the season, doesn't mean your marketing should stop.

If your business is busy during the summer, increase your visibility and engagement to attract the seasonal crowds and customers. If business in the summer is slow, take the time to experiment with new marketing channels or build up marketing assets like graphics and blog posts to use when you're busier during the year.

Our summer marketing checklist will give you the scoop on marketing activities you can take advantage of during the summer season!



“Is your business bursting with sales or is it slower during the summer months?”



## Summer Marketing Checklist

### SUMMER IS YOUR BUSY SEASON

- ☀ Be active on social media
- ☀ Incorporate visual marketing on social media
- ☀ Offer seasonal promotions
- ☀ Give returning customers a loyalty reward
- ☀ Participate in community activities
- ☀ Partner with other local business owners

### SUMMER IS YOUR SLOW SEASON

- ☀ Update your website and improve SEO
- ☀ Register your business on online directories
- ☀ Create a marketing plan
- ☀ Write blog posts for the future
- ☀ Offer new customer specials
- ☀ Gather online reviews and testimonials



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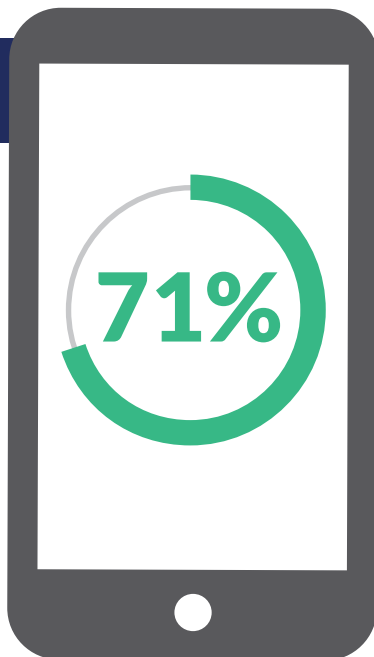
# CREATIVE SUMMER MARKETING IDEAS



## Creative Summer Marketing Ideas

For many small business owners, the summer season can make or break your business but by starting your marketing efforts early, you can make the most out of these few months.







To help you promote your business, we've come up with creative marketing ideas for you.



*71% of internet users are more likely to purchase from a brand that they are following on a social networking site.*

TOPRANKMARKETING, 2014

## SOCIAL MEDIA

-  Feature a product or service of the week
-  Post a photo of your best selling product on Facebook and tie it to summer
-  Run an Instagram giveaway with a free product or service
-  Use summer hashtags on Facebook, Twitter, and Instagram to increase your reach online
-  Create summer themed Pinterest boards to showcase your products
-  Run a Facebook or Instagram photo contest

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## Creative Summer Marketing Ideas

### PROMOTIONS

- ☀️ Provide current customers a special loyalty offer
- ☀️ Offer discounts to customers who tag your business on social media
- ☀️ Offer a discount for more than one item or service
- ☀️ Offer a time-bound discount or another incentive (free appetizer, bring a friend for half price, free consultation)



Give away seasonal items (such as water park tickets or a beach towel) for purchases over \$150.

### EVENTS

- ☀️ Connect with local businesses and organizations to cross promote complementary products
- ☀️ Host an open house event for customers and their friends to check out upcoming product samples and special deals
- ☀️ Sponsor a local sports team or charity event
- ☀️ Attend local events such as farmers markets, festivals, and sports events to

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# SUMMER MARKETING CALENDAR



## Summer Marketing Calendar

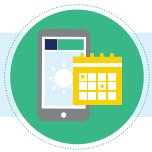
# June Marketing Ideas

**National Safety Month** - Promote your business through safety during the month by encouraging people to stay safe during the summer as well as in industry-specific situations.

**Flag Day** - Hang those flags and encourage customers to do the same. Participate in local events or show off your flag swag on social media.

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2 DOUGHNUT DAY	3 REPEAT DAY
4 CANCER SURVIVOR'S DAY	5 WORLD ENVIRONMENT DAY 	6 D-DAY	7 GLOBAL RUNNING DAY	8 BEST FRIEND DAY	9	10 ICED TEA DAY
11	12	13	14 FLAG DAY	15 NATURE PHOTOGRAPHY DAY	16	17
18 FATHER'S DAY SPLURGE DAY 	19	20	21 FIRST DAY OF SUMMER YOGA DAY	22	23 TAKE YOUR DOG TO WORK DAY PUBLIC SERVICE DAY 	24
25	26	27 SUNGLASSES DAY	28 INSURANCE AWARENESS DAY	29	30	END OF FY17 Q3

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## Summer Marketing Calendar

# July Marketing Ideas

**National Ice Cream Month** - We all sream for ice cream in July! Promote your business the most delicious way you can this month.

**Independence Day** - Show your Patriotism by participating in local events, holding special promotions, and celebrating on social media.

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2 I FORGOT DAY	3 COMPLIMENT YOUR MIRROR DAY	4 INDEPENDENCE DAY 	5	6	7 GLOBAL CHOCOLATE DAY	8
9	10	11	12	13 GRUNTLED WORKERS DAY	14 SHARK AWARENESS DAY 	15 GIVE SOMETHING AWAY DAY
16 ICE CREAM DAY	17	18 NELSON MANDELA DAY 	19	20 GET TO KNOW YOUR CUSTOMERS DAY 	21 NO MAKEUP DAY	22
PARENTS DAY 23 CHEESECAKE DAY	24 31	25 HOT FUDGE SUNDAE DAY	26 AUNT & UNCLES DAY	27 REFRESHMENT DAY	28	29

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## Summer Marketing Calendar

# August Marketing Ideas

**Family Fun Month** - Promote family activities throughout the month of August that are related to your business.

**National Relaxation Day** - Spas, fitness centers, daycares, and hotels can use this holiday to promote special sales and offers for their business.

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2 ICE CREAM SANDWICH DAY	3	4 BEER DAY	5
6 FRIENDSHIP DAY	7	8 DOLLAR DAY	9 BOOK LOVER'S DAY	10 S'MORES DAY	11 SON & DAUGHTER DAY	12 YOUTH DAY
13 LEFT HANDER'S DAY	14	15 RELAXATION DAY	16 JOKE DAY	17	18	19 WORLD HUMANITARIAN DAY
20	21 SENIOR CITIZENS DAY	22	23	24	25 NATIONAL SECONDHAND WARDROBE DAY	26 DOG DAY WOMEN'S EQUALITY DAY
27 JUST BECAUSE DAY	28	29	30	31		

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*ThriveHive is an all-in-one marketing platform that gives local businesses a better website and custom marketing plan. Get the tools and expertise to do all of your small business marketing, all in one place.*

*See how ThriveHive can help your business grow!*

**Request a Demo** (It's free!)

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