# JULY 2018
Marketing and Holiday Planning

As we enter into the second half of the year, July is a perfect time to reflect and reinforce existing relationships, as well as think about how we can grow in the days to come. What's your plan to prevent existing customer relationships from melting away in the summer sun? What about a strategy to bring the heat against your competition and gain more customers? Whether your focus is to engage your existing audience, grow your list, or both, the tips below should help you keep your cool this July.

July Themes

- Clean Beaches Week
- Garden Parties
- Tour de France
- Wedding Season
- Barbeque/Cookouts
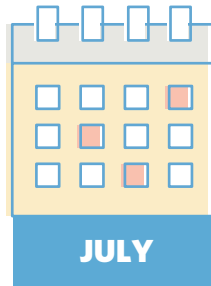
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July Holidays

1	Canada Day
4	US Independence Day
10	National Kitten Day
14	Bastille Day
15	National Give Something Away Day
18	World Listening Day
22	National Parents' Day

July Content Ideas

1 Independence Day

A lot of countries celebrate their independence day in July, and in the USA the 4th of July is a perfect occasion to reach out to your audience. Add some fun facts about American history to your email, and host an event to celebrate. This is a great way to show appreciation for your existing customers and gain new ones at the same time!

How: Create an Event to drive attendance. Happy Independence Day to America's Entrepreneurs!

2 National Give Something Away Day

The name of this holiday speaks for itself. Whether you want to offer a free trial, a buy 1-get-1 sale, or an incentive to sign up for your list, this holiday provides a good opportunity to get your audience engaged and excited!

How: Add a coupon to promote a sale, and make sure to add a sign-up form to drive list growth.

3 Clean Beaches Week

Summer and the beach go hand-in-hand. Let people know that your business cares about keeping our shores clean and trash free. An email highlighting the issues and possible solutions, paired with a donation button, can help create awareness, raise funds, and place your business in a positive light

How: Collect funds for a worthy cause by adding a donations button.

4 World Listening Day

It's important to remember that customers are the lifeblood of any business. Listening to what customers want allows successful businesses to make the changes needed to gain new customers, and retain existing ones. Make sure you're giving your customers the ability to give you feedback.

How: Add a Survey to your email so you can hear what your customers want.

The Power of Email Marketing

50%

B2C marketers who leverage automation have seen conversion rates as high as 50%

[Source: eMarketer]

58%

Segmented and targeted emails generate 58% of all revenue.

[Source: DMA]