

JUNE 2019

Marketing and Holiday Planning

Summer is here, which means longer days and more shopping hours. 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!

Content Ideas for June

Father's Day Sale

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

Email Week

2 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!

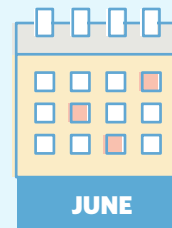
How: Check out the benefits to sending multiple emails [HERE](#)

Best Friend's Day

3 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

June Holidays



5 World Environment Day

6 D-Day

14 Flag Day

16 Father's Day

21 National Selfie Day

21 Summer Solstice

21 International Yoga Day

26 Forgiveness Day

June Themes

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

72%

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

[Source: [Marketing Sherpa](#)]

40x

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

[Source: [McKinsey](#)]