

# 2016 JULY Marketing and Holiday Planning

Need inspiration for your next email campaign as we head into the dog days of summer? Below are some July holidays and month long themes to help spark ideas for Email Marketing campaigns with Constant Contact.

## July Themes

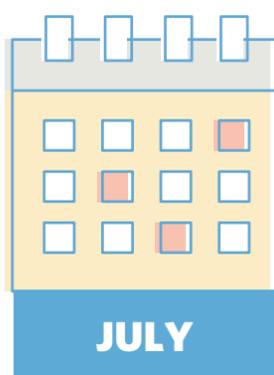
National Independent Retailer Month

Family Reunion Month

National Grilling Month

Social Wellness Month

Healthcare Hospitality Week



## July Holidays

- 1 Second Half of the Year Day
- 2 Made in the USA Day
- 4 4th of July
- 5 National Workaholics Day
- 7 Tell the Truth Day
- 14 Bastille Day
- 17 National Ice Cream Day
- 24 Parent's Day
- 26 Get to Know Your Customers Day
- 30 International Day of Friendship

## Content Ideas for July

### Second Half of the Year Day

1

Take a moment to reflect on your small business' goals for 2016. Are you on track to reach your goals? Do you need to course correct to stay on track? Think about some actionable step you can implement to help you exceed your 2016 goals!

### 4th of July

2

Help your customers celebrate Independence Day by sharing tips for a successful barbeque, fun outdoor party activities, or highlight local events such as parades and fireworks in honor of July 4th.

### National Workaholics Day

3

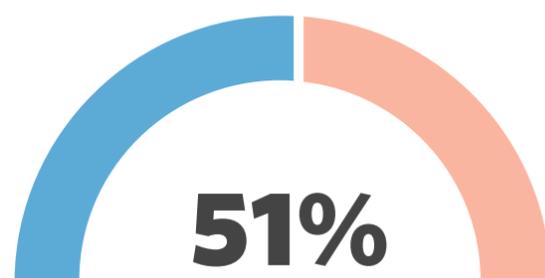
If you often come in early, skip your lunch, or stay late working, it's time for a well-deserved break! Set up an automated email series so that your marketing keeps working while you relax and enjoy the sunshine.

### Get to Know your Customers Day

4

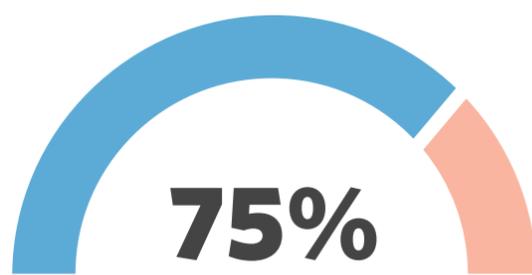
Take some time to get to know your customer's by sending a survey. Ask them about their interests and what they would like to see on your website, in store, or in your emails. Implement the feedback to ensure customers find your message interesting and stay engaged.

## Still not convinced of the Power of Email Marketing?



of people today read their emails on a mobile device (38.8% smartphone, 11.9% tablet), and consumer adoption of mobile devices continues to rapidly increase.

[Source: Constant Contact]



of subscribers say they will delete an email if they can't read it on their mobile device

[Source: Constant Contact]



There has been a 500% increase in mobile email opens in the past 4 years. Mobile made up just 8% of opens in 2011.

[Source: Litmus]