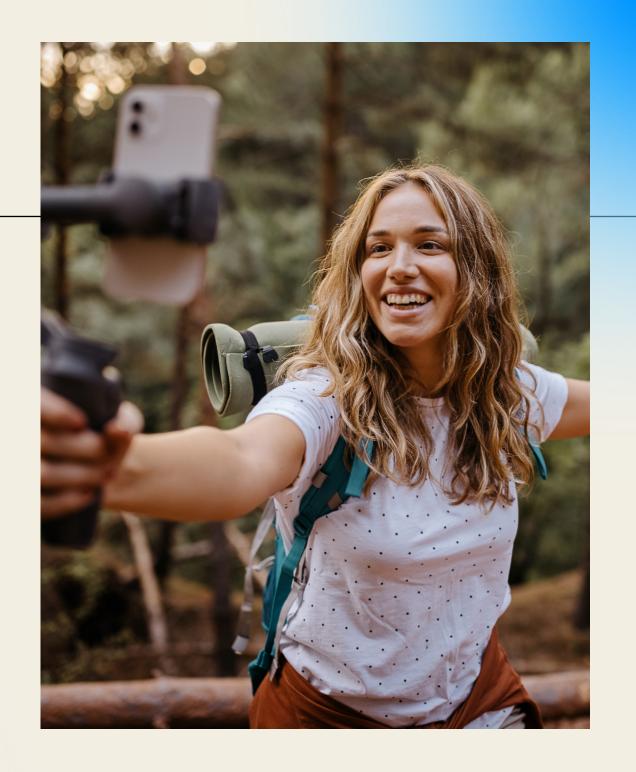


The Mega Must-Have Marketing Calendar for August 2024





August



THIS MONTH'S MARKETING MUST

Video killed the radio star, and it's still on the rise. Video is a powerful marketing tool to help you connect with customers, share what your business is all about, and show-instead of tell-why people should do business with you.



MARKETING AND PROMOTION IDEAS

- Back-to-school season is around the corner! Run a back-to-school promotion to reach students and their parents.
- It's not too early to start thinking about your holiday marketing planoutline your specials and promotions now and let your marketing partner know what you're planning.
- Everyone likes a good pen or tote bag-consider giving out promotional materials to your customers to stay top-of-mind.



QUICK TIPS

- Make a quick video from your cell phone walking through your location or introducing yourself and share it on social media.
- Try going live on Facebook or Instagram to build engagement with your audience.
- Test YouTube Ads to further engage and reach your audience.

of customers would rather learn about a product or service through a video than text.

Source: HubSpot



August

#cats, #hiphop #internationalyouthday, #nationalscienceweek, #daffodil, #cancercouncil, #photography

EMAIL SUBJECT LINES

- August Extravaganza: Your Ticket to Savings and Sunshine!
- Stay Cozy This August: Your Guide to Comfort & Savings!
- The only back-to-school shopping list you need
- Get ready! Our back-to-school sale is days away!

SOCIAL CALENDAR IDEAS

Aug 13: Red Nose Day
Encourage your followers to take a
selfie wearing a red nose or holding
a red nose prop and share it on their
social media platforms using the
hashtag #RedNoseDay.

Aug 19: World Photography Day Share your favourite photography and why it matters to you. Encourage your audience to do the same and use the hashtag #WorldPhotographyDay

Aug22: Daffodil Day Share educational content about cancer prevention, early detection, and treatment options. This can include infographics, videos, and

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--|--|---|------------------------------------|-------------------------------|-----------------------|----------|
| | | | | 1 | 2 Jeans for Genes Day | 3 |
| 4 National Aboriginal & Torres Strait Islander Children's Day | 5 | 6 | 7 | 8 International Cat Day | 9 | 10 |
| 11 Hip Hop Appreciation Day | 12 International Youth Day & World Elephant Day | 13 International Left-Handers Day & Red Nose Day | 14 National Science Week | 15 | 16 | 17 |
| 18 | World Humanitarian Day & World Photography Day | 20 | 21 National Science Week End | 22 Daffofil Day | 23 | 24 |
| 25 | 26 | 27 World Rock Paper Scissors Day | 28 | 29 | 30 | 31 |