



# 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 plan—outline 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.

**72%** 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

Aug 22: 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	19 World Humanitarian Day & World Photography Day	20	21 National Science Week End	22 Daffodil Day	23	24
25	26	27 World Rock Paper Scissors Day	28	29	30	31