



The Mega Must-Have Marketing Calendar for July 2024



July



THIS MONTH'S MARKETING MUST

How do your listings look online? Your local listings are an important part of your online presence because they show up in local searches, house reviews, and can increase your visibility on search engines.



MARKETING AND PROMOTION IDEAS

- Create a festive “Christmas in July” marketing campaign offering special discounts or promotions on marketing services for businesses to prepare for the upcoming holiday season.
- Host a webinar discussing mid-year marketing performance, trends, and strategies for the remainder of the year. Promote it through email campaigns, social media, and partner networks.
- Develop winter-themed marketing packages tailored to help businesses boost their sales during the colder months.



QUICK TIPS

- Make sure your business is listed on the [top local listings sites](#).
- Do a quick search for your business name and check that the listings that show up have the correct information about your business.
- Keep your business name, address, and phone number consistent across all your listings. [Consistency](#) is an important ranking factor!

68% of people would stop working with a local business if they found incorrect info in their local listings.
Source: [BrightLocal](#)



EMAIL SUBJECT LINES

- July Gems: Unwrap Now!
- Beat the Cold with Hot July Promotions!
- July Success Awaits: Let's Dive In!
- July Sparkle: Discover New Insights!
- July Success Awaits: Let's Dive In!

SOCIAL CALENDAR IDEAS

Dry July:

Whether it's a refreshing mocktail or your favorite alcohol-free brew, share your go-to drink recipes with us and inspire others to join #DryJuly!

Plastic Free July:

This July, let's take the pledge to reduce plastic waste and protect our planet! From reusable shopping bags to stainless steel straws, share your top tips and tricks for going plastic-free using #PlasticFreeJuly

Christmas in July:

Who says Christmas only comes once a year? Get ready to deck the halls and spread some mid-year holiday cheer because Christmas in July is here! Share your favorite festive traditions, recipes, and memories with us using #ChristmasInJuly

July

#nationaldiabetesweek, #nelsonmandeladay, #internationaldayoffriendship, #internationalselfcareday
#worldemojiday

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2 World UFO Day	3	4	5	6 International Kissing Day
7 World Chocolate Day	8	9	10	11	12	13
14 National Diabetes Week	15 Give Something Away Day	16	17 World Emoji Day	18 Nelson Mandela International Day	19	20
21 National Diabetes Week End	22	23	24 International Self Care Day	25	26	27
28	29	30 International Day of Friendship	31 National Tree Day			