

# Seasonal

## MARKETING TIPS

### KEEP BUSINESS THRIVING FROM SUMMERTIME TO SCHOOL DAYS

Lazy summer days aren't an excuse for your sales to trail off. Take advantage of longer shopping days and consumers being in better spending spirits (aka: vacation mode). July is great for scheduling your next 3 months of festive direct mail campaigns and print promotions to help your business engage new customers and dive into a better pool of profits.

**Honoring Special Recognition Days** – your business can easily shine a spotlight on a meaningful cause or give back to the local community by celebrating a commemorative day that aligns with your mission and values.

#### Patriotic Block Party or BBQ

Leverage the excitement of Independence Day by inviting loyal customers to an in-store event during the month of July. With plenty of store signage, mailed postcard invites to locals and a series of reminder emails, you can encourage guests to check out your latest products and services, plus motivate them to shop with “red, white and blue” special discounts for the entire month. Nostalgic summertime touches like free hot dogs and ice cream cones will also help draw a crowd of local walk-ins. Online store only? Website visitors enjoy an all-American sale just as much!

#### Market to New Movers

The real estate season remains strong in summer and early fall – and it's the perfect time for local companies to win over new neighbors searching for home goods and services, local gyms, restaurants and more. Your business can reach this excellent group of prospects with the right mailing list, then reel them in with a relevant offer. Create a highly-personalized direct mail campaign using Variable Data Printing that welcomes new movers with special savings.

#### Back-to-School Specials

You don't need to sell kids' clothing or school supplies to make back-to-school marketing work for your business. Just get creative! Own a hair salon or day spa? Offer tired moms and dads 20% off services. Are you in the restaurant industry? Promote a “Family Fun Night” special where kids eat free. With custom mailing lists, you can strategically spread the word with a direct mail campaign that targets families with children within a certain range of your location.

#### End-of-Summer Sale

For businesses with seasonal offerings, this type of event allows summer inventory to be cleared, making way for fall collections or seasonal products. Over-the-top messaging like “summer blowout sale – everything must go” plays into consumers' fear of missing out (FOMO) and helps incentivize shopping. Even if your business does not have seasonal offerings, customers will still appreciate the chance to save some serious cash with deep product and service discounts.

#### Holiday Marketing Prep

For marketers and business owners, feeling like it's Christmastime in July is completely normal. What we mean is, your holiday marketing plans should start in summer to allow for proper brainstorming, creative development, ordering and deployment. B2B businesses should launch holiday marketing around September or October, while B2C businesses can launch slightly later depending on strategy.

#### Are you in a holi-daze and not sure where to start?

With 365 days per year and thousands of holiday ideas, we know it can get overwhelming. Contact Modern to help your business plan a direct marketing strategy that keeps new sales rolling in, month over month.

Call **800.959.8365** or visit **modernpostcard.com**

To see more holidays and special observances, visit [timeanddate.com/holidays/us](http://timeanddate.com/holidays/us)  
To see national food holiday ideas, visit [foodimentary.com](http://foodimentary.com)

## 2018 Q3

### JULY

JUL 01 | National Postal Worker Day  
JUL 02 | World UFO Day  
JUL 04 | Independence Day  
JUL 07 | World Chocolate Day  
JUL 11 | Cheer Up the Lonely Day  
JUL 15 | Give Something Away Day  
JUL 18 | Nelson Mandela International Day  
JUL 20 | Get to Know Your Customers Day  
JUL 24 | National Tequila Day  
JUL 30 | International Day of Friendship

### AUGUST

AUG 1 | Respect for Parents Day  
AUG 2 | National Coloring Book Day  
AUG 9 | National Book Lovers Day  
AUG 10 | National S'mores Day  
AUG 12 | International Youth Day  
AUG 13 | International Left Handers' Day  
AUG 15 | National Relaxation Day  
AUG 19 | World Photo Day  
AUG 21 | Senior Citizens' Day  
AUG 26 | National Dog Day

### SEPTEMBER

SEP 03 | Labor Day  
SEP 04 | National Wildlife Day  
SEP 05 | International Day of Charity  
SEP 09 | National Grandparents Day  
SEP 11 | National Day of Service & Remembrance  
SEP 14 | Stand Up to Cancer Day  
SEP 19 | Talk Like a Pirate Day  
SEP 21 | International Day of Peace  
SEP 22 | Fall Begins, Oktoberfest  
SEP 30 | International Podcast Day

