Heartland

# Make this your best summer yet.

## Heat up your store promotions and social media content with these reasons to celebrate.

Some serious, some silly, these holidays are all worth considering as you plan your summer social media content. Get in on trending topics to boost engagement and visibility with hashtags (be sure to include them in your captions!). Some may even warrant a promotion, in-store experience or event. Choose the topics that feel like a natural fit for your brand and have some fun.

| June | July | August | September |
|---|---|---|---|
| **1** Gay Pride Month | **4** US Independence Day | **1** National Girlfriends Day<br>Sisters Day<br>*Offer any pair of sisters a joint discount in store.* | **4** National Tailgating Day |
| **2** National Running Day | **7** World Chocolate Day | **9** National Book Lovers' Day | **6** Labor Day<br>*Fall is [unofficially] here, so this is a great time to launch an autumn style guide.* |
| **11** National Flip Flop Day<br>*Shoe store? Try a flip flop promo.* | **14** Bastille Day<br>*Work the theme into your store by highlighting French-themed or designed products, and offer macarons to in-person shoppers.* | **13** Friday the 13th<br>*Hold an "it's your LUCKY day" contest or flash sale.* | **12** Grandparents Day |
| **13** National Rosé Day | **18** National Ice Cream Day | **14** Daughters Day | **Sept. 18 - Oct. 3:** Oktoberfest |
| **18** National Splurge Day | **July 23 - Aug. 8:** Olympics | **20** National Lemonade Day | **22** First Day of Fall<br>*Share a list of your area's fall activities or sites — bonus points if you can work your products into the content!* |
| **19** Juneteenth | **24** National Tequila Day | **26** International Dog Day<br>*Share photos of your own dog to help you connect with customers and humanize your brand.* | **27** National Scarf Day |
| **20** Father's Day<br>1st Day of Summer | **30** International Day of Friendship<br>*A great excuse to hold a Friends and Family flash sale* | | |
| **21** National Selfie Day<br>*Host a giveaway, and every person who posts a selfie in your store or with one of your products receives an entry.* | | | |
| **23** National Pink Day | | | |

### Social Media Caption Ideas

- Seas the day
- Sail into our Sale
- Summer is a state of mind
- Every summer has a story
- It's a whale of a sale
- Reel in a summer deal
- No such thing as a bad beach day
- Life's short: Eat the ice cream, buy the dress
- When the going gets tough, the tough go shopping
- It's an "add to cart" kind of day
- Life isn't perfect but your outfit can be
- Nothing haunts us like the things we didn't buy
- Whoever said money can't buy happiness didn't shop at our store

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# June

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| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|---|---|---|---|---|---|
| | | 1<br>Gay Pride Month | 2<br>National Running Day | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11<br>National Flip Flop Day | 12 |
| 13<br>National Rosé Day | 14 | 15 | 16 | 17 | 18<br>National Splurge Day | 19<br>Juneteenth |
| 20<br>Father's Day<br>1st Day of Summer | 21<br>National Selfie Day | 22 | 23<br>National Pink Day | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 | | | |

**Action Item:**

Launch a co-marketing initiative with a neighboring business. Maybe that's a flower arranging class with a nearby florist, morning yoga with a local instructor or tasting with a gourmet food and wine store. You'll get your business in front of their client base, and vice versa: win win!

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# July

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| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|---|---|---|---|---|---|
| | | | | 1 | 2 | 3 |
| 4 **US Independence Day** | 5 | 6 | 7 **World Chocolate Day** | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 **Bastille Day** | 15 | 16 | 17 |
| 18 **National Ice Cream Day** | 19 | 20 | 21 | 22 | 23 **Olympics now thru Aug. 8** | 24 **National Tequila Day** |
| 25 | 26 | 27 | 28 | 29 | 30 **International Day of Friendship** | 31 |

**Action Item:**

If you're seeing a low sell-through for summer merchandise (identify this through a sell-through report using your POS), that's likely not going to pick up as fall inches closer. Look into re-merchandising, transferring or initiating a vendor swap before turning to markdowns. When it is time to discount, remember that your first markdown is the cheapest. So don't be timid in initial discounting. Get the cash back in your hands and reinvested in fall and winter inventory.

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# August

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| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|---|---|---|---|---|---|
| 1<br>**National Girlfriend's Day**<br>**Sister's Day** | 2 | 3 | 4 | 5 | 6 | 7 |
| 8<br>**Last Day of Olympics** | 9<br>**National Book Lovers' Day** | 10 | 11 | 12 | 13<br>**Friday the 13th** | 14<br>**Daughter's Day** |
| 15 | 16 | 17 | 18 | 19 | 20<br>**National Lemonade Day** | 21 |
| 22 | 23 | 24 | 25 | 26<br>**International Dog Day** | 27 | 28 |
| 29 | 30 | 31 | | | | |

**Action Item:**

Consider hosting a VIP Preview the night before an upcoming end-of-summer sale. Identify your VIPs by running a POS report of top customers from the last 6-12 months. If you host this sale annually, look at your sales data to identify who the biggest spenders were last year.

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# September

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| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4<br>**National Tailgating Day** |
| 5 | 6<br>**Labor Day** | 7 | 8 | 9 | 10 | 11 |
| 12<br>**Grandparents Day** | 13 | 14 | 15 | 16 | 17 | 18<br>**Oktoberfest now thru Oct. 3** |
| 19 | 20 | 21 | 22<br>**First Day of Fall** | 23 | 24 | 25 |
| 26 | 27<br>**National Scarf Day** | 28 | 29 | 30 | | |

**Action Item:**

Test a bounceback coupon/gift card promotion to encourage upselling and repeat business: Give every customer who spends, say, $100 from September 1-15 a $25 gift card that can only be redeemed October 1-15. Send an automated email on October 1 reminding recipients that it's time to spend. Run a promotions report afterwards to evaluate its success and determine if you should repeat during the holidays.