

**YOUR**

# *Ultimate*

**2021 MARKETING  
PLANNING GUIDE**

**JULY**  
REACHLOCAL



# July 2021

## → THIS MONTH'S MARKETING MUST

It's now easier than ever to find your target audience while they browse the web, scroll their social feeds, and watch videos online. Consider starting off by remarketing to your past customers and website visitors to [bring them back to your site](#) through [display advertising](#). It is a form of digital advertising where your ads are shown on various websites, like a local news site or shopping site, typically in a [banner form](#).

## → QUICK TIPS

- Make the most of remarketing lists and lookalike audience targeting options.
- Include animated visuals to grab your audience's attention by simply changing out images, text, and offers
- Users have an average interaction time of [just 9.31 seconds](#). Avoid pushing more than one message or product.
- [Combine Display](#) with other digital marketing solutions like Search and SEO to boost conversion rates.

## → MARKETING & PROMOTION IDEAS

- Hold a winter-themed Instagram contest or giveaway. Be inspired by the winter solstice or get behind the Christmas in July trend. The prize could be a gift card or product from your store, or a free service. Instagram giveaways are a great way to give your account a follower boost. Use a #hashtag so that your contest is easily found on social media.
- [Shark Week](#) 2021 starts July 11th! How do sharks find things online? They surf the fin-ternet. Get in the spirit of Shark Week with some fin-tastic puns or jaws-ome jokes in your social media posts.
- July is 'Plastic Free July' Month – share sustainability initiative that your company is doing or your favourite eco-friendly tips and brands (and where to get them – locally!).

7x

People usually need to see a message 7x on average before they take action

SOURCE: [B2B Marketing](#)

## SOCIAL CALENDAR IDEAS

JULY 01 - 31

### **PLASTIC FREE JULY**

It is a global movement that helps millions of people be part of the solution to plastic pollution – so we can have cleaner streets, oceans, and beautiful communities. Will you be part of Plastic Free July by choosing to refuse single-use plastics? #plasticfreejuly #sustainable #ecofriendly

JULY 15

### **NATIONAL GIVE SOMETHING AWAY DAY**

This is the perfect day for a Facebook or Instagram giveaway! Run a social media contest and choose a winner to give something away to. #givesomethingawayday

JULY 17

### **WORLD EMOJI DAY**

Pop Quiz: What was the Oxford Dictionary's Word of the Year for 2015? Answer: It was the " " emoji. In today's digital age, communication has gone far beyond just text. Emojis have become a crucial part of communication when emphasising a message or expressing emotions. #worldemojiday



# July 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 PLASTIC FREE JULY (1ST - 31ST)	2	3
4	5	6	7 WORLD CHOCOLATE DAY	8	9	10 NATIONAL PIÑA COLADA DAY
11	12	13	14	15 NATIONAL GIVE SOMETHING AWAY DAY	16	17 WORLD EMOJI DAY
18	19	20	21	22 NATIONAL HOT DOG DAY	23	24 INTERNATIONAL SELF CARE DAY
25 GLOBAL DAY OF PARENTS	26	27	28	29	30 INTERNATIONAL DAY OF FRIENDSHIP	31

NOTES: