

June Marketing Ideas



June is the month that makes most people think of summer, heat safety, kids out of school and summer vacations. People start to enjoy more outdoor activities. Marketing to your target audience gets interesting starting this month because your target audience will have some behavioral changes. Watching TV and use of computers will start to decrease while use of mobile devices, apps, and social media will be on the rise. All of these things need to be considered in your Summer Marketing Strategies. Your focus should be on ideas and campaigns to provide solutions to Summer problems.

June is also known as: Effective Communication, Great Outdoors, International Men's, Dairy, Perennial Gardening, National Camping, Candy, Fruits & Veggies, Ice Tea, Rose & Safety; Professional Wellness and Rebuild Your Life month.

What's Special in June? You can build great ideas and campaigns in June.

- National Safety Month
- Men's Health Month
- June 2nd – National Doughnut Day
- June 14th – Flag Day
- June 18th – Father's Day

6 June Marketing Ideas

1. Father's Day: June 18th

Father's Day is set aside to remind us just how influential a good father can be. It is a time to honor those dads who take responsibility, seek the best for their families, and willingly sacrifice their own wants at the parental alter.

Although many retailers see Father's Day as a time to sell gag gifts — think chili pepper tie — and grilling supplies, consider taking a more sentimental approach in your content marketing this year.

2. Offer Summertime Advice

The 21st of June is officially the first day of summer in the northern hemisphere, and it is a good time to offer summertime tips and suggestions. What's more, content marketers in just about any industry

segment can find good topics that will be both interesting and useful to their audience of customers and potential customers.

3. Summer Heat. How does hot weather impact your services or your clients? Can you offer advice to your customers or prospects about anything related to summer heat? Humane societies can offer tips for keeping pets cool. Agencies that address children's issues can remind parents not to leave their kids in cars with the windows rolled up. Groups with members who work outside can provide tips on avoiding heat exhaustion while working outdoors.

4. Vacations. How can your customers or prospects integrate your services or product into their summer vacation plans? Health organizations can write about ways to eat healthy or exercise while traveling. Education groups can provide tips on brain twister games to keep kids busy on road trips.

5. Summer Jobs. Offer a high school student an internship (paid or not) opportunity to learn valuable transferable skills that they can add to their resume and college applications. Great way to give back and to help foster new entrepreneur ideas. Great way to get some additional help. They are also great social media users!

6. Bugs! From mosquitoes to fireflies, summer is bug season. How does the increase in the insect population affect your clients or prospects? Health or environmental groups can provide tips on non-toxic insect repellent. Share your natural remedies.



Add your logo to some cool summer items to increase brand awareness.

3 Things You Must Do This Month

1. It's mid-year and time to review your strategies and sales. What worked and what did not? Make sure you are using your marketing dollars wisely. It's ok to revamp your strategies. It's not ok to waste money or continue without a plan of action.
2. Use social media effectively & often during the next several months to build brand awareness. Concentrate on building your social media audience during this peak season.
3. Create a plan and strategies in advance – be ready for the upcoming months.