

2019 JULY

VALENS POINT

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

30	01 Canada Day / Dominion Day	02 I Forgot Day	03	04 Independence Day	05 Work-a-holics Day	06 National Fried Chicken Day
07 Chocolate Day	08 Video Games Day	09	10 Pick Blueberries Day	11 World Population Day	12 Different Colored Eyes Day	13 Friday the 13th
14 Bastille Day	15 Global Hug Your Kids Day	16	17 National Hot Dog Day	18	19	20 Get to Know Your Customers Day
21 National Junk Food Day	22 Hammock Day	23	24 Tell an Old Joke Day	25	26 System Administrator Appreciation Day	27 Take Your Pants for a Walk Day
28 Parent's Day	29	30 International Day of Friendship	31	01	02	03

Social Media Ideas

04
Celebrate our nation's freedom with patriotic images and symbols in your posts. Try different America-themed content leading up to the day itself, and make sure to get your followers involved.

08
Use this day to reminisce about your favorite video games growing up- your followers will surely relate. Nostalgia is something that most people can't help but engage with!

20
Post shout outs about your customers with little known facts that will be sure to remind them how well you really know them. Try challenging yourself to engage with customers you don't know as well.

24
Ask your audience to post old (and golden) jokes that their parents or grandparents may have told them over the years. Repost your favorites.

26
Profile your unsung heroes. Acknowledge all that they're doing to help your business, and make sure to tag them in the post!

PROJECT IDEAS

- Refresh your strategy – We're already halfway through the year and now is a great time to update your business and marketing strategies. Review your budgets and calendars: set new goals and amplify what's worked for you so far.
- Infrastructure updates – Look over your phone plan etc. What seems to be costing you more than it should? Summer is usually a great time to look for deals on new equipment and updates because sales quotas are missed due to vacations and customer apathy. Spend some of the money you saved in the previous project!
- Save some money - Evaluate fixed costs and determine areas where you are not getting the best use of your resources or can cut cost. Assign a person on the team to manage the process and set a cost savings goal.

CONTENT IDEAS

- Imitate – Identify your top 3 blog posts using Google Analytics. Analyze and study them to determine the reasons they've been popular (subject, type, keyword, etc). Replace existing blogs on different subjects with articles that close resemble the style and structure of your well performing content.
- Outline an eBook - Choose a subject that will demonstrate your company's own expertise, then and outline 7-10 blog posts on the subject. These can even be compiled into an eBook, as a way to introduce yourselves to customers.
- Develop 5 new FAQ entries – Challenge your team to create both written and video content. Think about live video and how you can use it to connect to your audience. If necessary, compile some examples to get the ball rolling.