

2019 AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	01	02 National Ice Cream Sandwich Day	03 International Beer Day
04 National Chocolate Chip Cookie Day	05	06 National Night Out Day	07	08 National Happiness Happens Day	09 National Book Lovers Day	10 National Garage Sale Day
11	12 National Middle Child Day	13 Left Handers' Day	14 V-J Day	15	16 National Tell a Joke Day	17 World Honey Bee Day
18	19 National Aviation Day	20	21 National Senior Citizens Day	22	23 Ride the Wind Day	24
25 National Park Service Founders Day	26 National Dog Day	27 Global Forgiveness Day	28	29	30 National College Colors Day	31 National Eat Outside Day

Social Media Ideas

04
Hold a cookie-making contest in your office! Have employees bring their family recipes, then vote on the winners. On social media, reach out to your followers and ask for their cookie-baking tips. Retweet the niftiest of the bunch!

16
Here's a perfect excuse to engage your audience with something light-hearted. Have a contest for best, silliest, most overused, etc. Stay on-trend and create a "dad-joke" themed series of posts!

21
Take today to honor those who have taught us all we know and raised us. Create a post to honor them and ask your employees/followers to join you. Compile the most moving responses into a thread of posts.

26
Celebrate man's best friend today! This could even be a 'bring your dog to work' day. Be sure to use this as an opportunity to bring folks together- whether by sharing pictures or in real life with an event.

31
This fun day is a perfect excuse for some company bonding. Plan for everyone in the office to take their lunch break together at a nearby park! Post your adventure on social media, and encourage your followers to take part.

PROJECT IDEAS

- Your business has one offer that probably generates more revenue or profit than the others. Think 80/20. Analyze your highest producing offer and determine if its success is due to value, promotion, accepted, or price. Apply your findings to your other offers and monitor the results.
- Think about your own brand as a marketing asset. Yes, you should have other, more direct things to market, but your image is just as vital. Take some time to research your competitors: which ones have brands that you admire? which colors are working better than yours? are there ways that you could take better advantage of the brand assets you currently have? Check out our Brand Guide for more!
- Your website is one of your greatest marketing assets– when was the last time you gave it a refresh? If you take the opportunity to reassess your brand, then this is the perfect next step. Use that research you did on your competitors' websites and decide what you'd like yours to have! Web design trends are ever-changing– so there's always work to do to keep your site fresh and exciting.

CONTENT IDEAS

- Review and improve the product or service offers on your website. Don't forget to make the same changes across all your marketing material! Include social proof and other trust building assets.
- Work on your referral marketing by creating these three assets: (1) Referral request letter, (2) Blog post about why referrals are important to you, and (3) Referral landing page on your website.
- Create a package for new customers that details how best to get value from the product or service they have purchased. Anticipate their needs, questions, and problems. Make value achievement easy. Consider turning this into a series of blog posts!