

# 2020 JULY



SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY SOCIAL MEDIA IDEAS

|                                   |                                  |                               |  |                                      |  |                                     |
|-----------------------------------|----------------------------------|-------------------------------|--|--------------------------------------|--|-------------------------------------|
| 28                                | 29                               | 30                            | 01<br>National Postal Workers Day      | 02                                   | 03<br>National Eat Your Beans Day                    | 04<br>Independence Day              |
| 05<br>National Graham Cracker Day | 06<br>National Fried Chicken Day | 07                            | 08<br>National Chocolate Almonds Day   | 09                                   | 10<br>National Kitten Day                            | 11<br>National Blueberry Muffin Day |
| 12<br>National Simplicity Day     | 13<br>National French Fry Day    | 14                            | 15<br>National Give Something Away Day | 16<br>Get to Know Your Customers Day | 17   | 18                                  |
| 19<br>National Ice Cream Day      | 20                               | 21<br>National Be Someone Day | 22                                     | 23<br>National Intern Day            | 24   | 25<br>National Hire a Veteran Day   |
| 26<br>National All or Nothing Day | 27                               | 28<br>Buffalo Soldiers Day    | 29                                     | 30<br>National Cheesecake Day        | 31<br>National System Administrator Appreciation Day | 01                                  |

**04**  
**Independence Day**  
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**  
**Chocolate Almonds Day**  
A great opportunity to thank clients and or your employees. Wrap up chocolate and almonds in one package along with a note. Celebrate it by giving some to a friends or neighbors as well.

**16**  
**Get to Know Your Customers Day**  
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.

**23**  
**National Intern Day**  
If you have interns this is that day to make a fuss of them. Take the time to recognize their contributions publicly!

**31**  
**National System Administrator Appreciation Day**  
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 closely 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.

JULY  
2020

## MONTHLY THEMES

National Adopt a Cat Month // National Honey Month // Tour de France Month

VALENS POINT