



JUNE BOUTIQUE MARKETING TIPS

Hey BoutiqueBoss,

June can be a great month in your business....but you might be thinking, it's a J month right? Aren't J months typically slow?

Well let's talk about the power of the J. To some, when they hear it's going to be slow, they shift their mindset into slow mode, less ordering, marketing, they chalk everything up to the J. But to others, it's a dare, a challenge, and a time to get creative and keep the flow going. Yet, while you still may be busy in business, with fewer markets and business hype pre-4th quarter, it's also the perfect time to catch up on big projects or to simply take some time for YOU.

Have a vacation coming? Enjoy it. Want to migrate email providers? Now is the time. Ready to soak in education? Catch up at the beach.

Below are some marketing suggestions to keep your June poppin' throughout the start of summer!

Use these marketing tips and promotional ideas below to grow your business this month.

- Update the summer must-haves, beach, and summer wedding collections on your site.
- Update your summer windows & merchandising.
- Get ready for 4th of July promotions in the United States or Canada Day!
- Ask questions around their summer trips, post a pic of your dad on Fathers Day, ask their summer bucket list, beach necessities, back to school dates, 4th of July traditions and keep them talking and building your community!

GRADUATIONS:

- Celebrate a new chapter in life with a Graduation event, collection and marketing. Whether you target the younger crowd or moms, aunts and grandmas' this is a special time of year where customers are ready for both gifts and outfits. Goodworks bracelets, inspirational gift items or keepsakes make great gift giving items. Or, go practical with bundles of Bando gifts and a gift card to help the grad back to school shop with you.
- Be sure to also celebrate any grads working for you, or your local customers! Start a graduation thread in your group on a variety of alma mater topics.

VACATIONS:

- “Oh the places we will go” Event - Dr. Suess. Run a social media post-event asking your customers to tag you in a picture on throughout their June vacation.
- Get customers ready with collections in your marketing or your own must-haves for the vacation season.
- Start threads asking for best summer destinations, tote bag essentials, beach music, or books to read for the trip. But more so - hot summer days or hot summer nights, what is your fav?

FATHERS DAY:

- Don't underestimate the power of this day, while men may struggle to shop, most women are on a mission. What special gifts or bundles might you have for dad? Could you team up with another local business to get dad an oil change AND a new tee, beard kit or something fun?

BOUTIQUE CRAWL:

- Look to partner with another local business (or several), your local Chamber, Main Street Association, or leaders in your area to put together a weekend of shopping that benefits you all!

4TH OF JULY PREP:

- Selling season for 4th of July themed items is all June long, so get your collections ready and start those photo shoots now!

THE BOSS IS GONE:

- Are you headed to The Boutique Summit in June? Well while you're away, you might have the team play, and do a fun event or promotion to build traffic while you're away, but also traffic to your own Instagram to follow along your fun travels.

GOLF:

- June is a huge golf month, so get your putters out and have a putt-putt game in the store to shoot for huge savings.

MORE SOCIAL MEDIA HOLIDAYS:

- Donut Day - you've already got this one, enjoy!
- Selfie Day - have your customers take a selfie in your clothes to win big!
- Best Friends Day - Celebrate them with an event, special or BOGO
- World UFO Day - Hmmm, not sure about this one, but you might have fun with it!

Like these themed monthly bundle topics for promotional ideas? Let us know what else you would add! ashley@theboutiquehub.com