



JULY BOUTIQUE MARKETING TIPS

Hey BoutiqueBoss,

What is the squirrel's most important job in July? To put away nuts for winter.

What is yours?

As a boutique owner it's important to use July as a big transition month. Your customers are now being hit with end of summer plans, last minute trips and back to school ads. How can you keep the new pieces fitting into these key categories, but also using some down time to build key business improvements for 4th quarter, because once it hits, it can be wild! Get your automations set, your marketing plans, staff needs outlined, read some books, take a new course, and follow up on looming procrastination-ridden projects.

Enjoy the dog days of summer!

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

- Update the summer must-haves, concert wear, back to school and summer deals specials.
- Make your back to school marketing plans.
- Ask questions around their summer trips, 4th of July traditions, summer wedding plans, how many states have you visited, best national parks, back to school start dates, your favorite summer vacay as a kid, do you camp or glamp and what is on your summer reading list?

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. Seuss. 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!

INDEPENDENCE DAY:

- It's all red, white and blue celebrating freedom and independence. Now is a great time to celebrate military families with specials in store, or store wide specials in general.

DOG DAYS OF SUMMER:

- Let's have some fun with the temperature shall we? Have your customers guess what's coming for a high, and they win a deal or product!
 - 90 degrees outside - give 1 lucky customer 90% off ONE item in the store
 - 85 degrees outside - give the first 85 customers a FREE gift
 - Or too hott to handle? For every degree under 100 do something special. It's 91? Give 9 people gifts or giveaways.

MLB FANS:

- Piggyback on your favorite MLB teams next big series. Example: Milwaukee Brewers If they hit X amount of home runs in tomorrow nights game take 25% off all Brand of the Day apparel.

SHARK WEEK:

- We're pretty sure you know how to have fun with this!

NATIONAL ICE CREAM DAY:

- Ready to host a sundae party? Or collab with a local bakery? Bring customers to the store with fun ice cream treats you prep!

INSTAGRAM WORTHY CONTESTS:

- Have a summer-themed Instagram contest! Ask your customers to bring you along all summer and use your # when they do! Celebrate and repost them, and tie giveaways to the most liked or voted on images.

PINTEREST SUMMER BOARDS:

- It's grilling month, so collaborate with your customers on group Pinterest boards to share grilling recipies, beach necessities and summer travel plans!

CHRISTMAS IN JULY:

- Many communities have summer events, clearance sales and parties, start your crazy days of promotions now to make room for back to school with Christmas in July fun.

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