

JULY MARKETING TIPS



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

What's yours?

As a boutique owner, it's important to use July as a big transition month. Your customers are now being hit with the 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 about 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?

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!

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 hot to handle? For every degree under 100 do something special. It's 91? Give 9 people gifts or giveaways.

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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.

See the full list of Special & Fun Holidays on our yearly Content Calendar

Like these themed monthly bundle topics for promotional ideas?

Let us know what else you would add! ashley@theboutiquehub.com