

# August 2023 Marketing and Holiday Planning

With August now upon us, we enter into the last month of summer. This may be the last chance to take advantage of the beautiful outdoor weather before Fall. If you're looking for ideas on how to end the summer season with a bang, these tips should help make your business a hot spot in August.

## Content Ideas for August

### Back to School Sale

1

With a new school year about to start, now is the best time to offer a back-to-school sale. By adding a coupon to your email, you can incentivize customers to get everything they need from you before they get it elsewhere.

### Travel & Leisure Tips

2

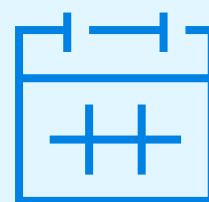
Remind your audience that there are still plenty of leisure activities that can be done without traveling. Share a list of local parks and picnic areas where people can safely enjoy some fresh end-of-summer sunshine.

### Senior Citizens Day

3

Take this day to show appreciation for the contributions of the senior citizens in your community. You can do this in a number of ways, such as; offering a senior discount for the day, or doing a spotlight on the achievements of one of your senior citizen customers in your next email.

## August Holidays



- 4 U.S. Coast Guard Day
- 4 International Beer Day
- 6 International Hangover Day
- 11 Son and Daughter Day
- 21 National Senior Citizens Day
- 26 National Dog Day
- 27 Just Because Day

## August Themes

- Back to School
- Travel & Leisure
- Family Fun Month
- Black Business Month
- National Golf Month

# 320%

Welcome emails on average generate up to 320% more revenue per email than other promotional emails.

Source: [invesp](#)



# 9 out of 10

Nine out of ten Americans over aged 15 are using email.

Source: [DemandSage](#)