July 2025 Marketing and Holiday Planning

What's your game plan to keep those customer relationships going strong this July? Got a strategy to outshine the competition and reel in come new fans while you're at it? Whether you're focused on keeping your current audience engaged, growing your list, or juggling both -- don't sweat it. We've got some smart, simple tips below to help you stay confident and focused all month long.

Content Ideas for July

Celebrate National Moments

1

Many countries celebrate national milestones in July, from independence days to founding anniversaries and cultural holidays. This makes it a great time to connect with your audience in a meaningful way.

Share fun facts from your country's history or culture in your emails or on social media. You could also run a themed promotion or host an event to celebrate. Don't forget to invite your audience to share their own stories or traditions.

National Give Something Away Day

2

The name of this holiday speaks for itself. Whether you want to offer a free trial, a buy 1-get-1 sale, or an incentive to sign up for your list, this holiday provides a good opportunity to get your audience engaged and excited!

How: Add a coupon to promote a sale, and make sure to add a sign-up form to drive list growth.

World Listening Day

3

It's important to remember that customers are the lifeblood of any business. Listening to what customers want allows successful businesses to make the changes needed to gain new customers, and retain existing ones. Make sure you're giving your customers the ability to give you feedback.

How: Add a Survey to your email so you can hear what your customers want.

July Holidays

1	Canada Day
4	US Independence Day
6	National Fried Chicken Day
7	World Chocolate Day
15	National Give Something Away Day
17	World Emoji Day
18	World Listening Day
20	National Ice Cream Day
27	Parents' Day

July Themes

- Clean Beaches Week
- Garden Parties
- Tour de France
- Wedding Season
- Barbeque/Cookouts

40x

Email is 40 time more effective than socail media for customer acquisition.

Source: DemandSage

88%

88% of people check email everyday

Source: Forbes