



The only marketing calendar you'll need in 2023

Marketing ideas, social posts, and promotions for June!

June

THIS MONTH'S MARKETING MUST

After giving your social media sites a little love last month, let's take it a step further! **Facebook advertising** can help you reach a new audience on both Facebook and Instagram—two places you can't afford to be missing out on.

QUICK TIPS

- ➔ Try running a Facebook ad campaign using **lookalike audience targeting**, which allows you to target users with traits similar to your existing customers.
- ➔ A/B test an ad with different ad creative or a varied call-to-action to see what performs best with your audience.
- ➔ Take your social ads a step further by reaching a new audience with Snapchat advertising.

MARKETING AND PROMOTION IDEAS

- ➔ We're halfway through the year—are you on track to hit your business and **marketing goals**? Review the goals you set and adjust as needed.
- ➔ Run a summer sale or promotion to get more people to try out your business.
- ➔ Consider testing out a new marketing strategy in the last half of the year—research some options or talk to your marketing partner for ideas.



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The average Facebook user clicks on 11 ads per month.

Source: [HootSuite](#)

June

#winter #selfieday, #worldoceansday, #menshealthweek, #worldrefugeeday, #blooddonationday



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 Global Day of Parents	2	3
4	5 World Environment Day	6	7	8	9	10
11 International Children's Day	12 Men's Health Week begins	13	14 World Blood Donor Day	15	16	17
18	19	20 World Refugee Day	21	22	23	24
25	26	27	28	29	30 Social Media Day	

EMAIL SUBJECT LINES

- Beat The Cold: Our Winter Health Tips
- It's EOFY and We've Got Some Deals for You!
- Winter Warmer Deals

SOCIAL CALENDAR IDEAS

Jun 5: World Environment Day

Invite customers to help pick up trash in a nearby park or neighborhood. Be sure to post plenty of pictures later to show how your business gave back. #worldenvironmentday

Jun 19: Father's Day

Share a picture of you and your dad or you and your kids if you're a dad and ask your audience to share how they're celebrating. Or keep it casual and share your favorite dad joke. #fathersday #dadjoke

Jun 30: Social Media Day

In 2010, @mashable launched this day to recognise the significant impact of social media on global communication. Ever since, social media has become a powerful medium in helping us to discover new information, form networks and connections, raise awareness, and grow businesses. #SMDay #SocialMediaDay