



The Mega Must-Have Marketing Calendar for June 2024



June



THIS MONTH'S MARKETING MUST

Do you have a way to answer questions, capture leads, and give helpful information right on your website? Live chat gives you a way to do all that and more.



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.
- Celebrate National Best Friend's Day on June 8 by running a buy-one-get-one or referral special so best friends can take advantage of your products or services.



QUICK TIPS

- Add live chat to your website.
- If you already have live chat—or after you start using it on your site—see if there are any common questions you're receiving and consider creating an FAQ page on your site to address them.
- Streamline a way to follow up with leads you're receiving from live chat.

+ 30% More than 30% of customers expect live chat on your website.

Source: [Gorgias](#)



June

#nationaldonutday, #pushupchallenge #blooddonation, #menshealth, #worldoceanday, #pridemonth

EMAIL SUBJECT LINES

- June Joys: Discover Exciting Offers Inside!
- Winter Wonders Await! June Deals Inside!
- Warm Up Your June with Hot Savings!
- R.Yes.V.P. 🌈 Celebrate LGBTQ+ Pride Month With Us

SOCIAL CALENDAR IDEAS

Jun 5: World Environment Day

Make a fun event out of this social media holiday! Invite customers to help pick up trash in a nearby park or neighborhood. Post plenty of pictures to show how your business gave back. #worldenvironmentday

Jun 7: National Donut Day

Celebrate the occasion by sharing a donut with your coworkers and let your audience know of your favourite flavor! #nationaldonutday

Jun 10: Men's Health Week

Throughout Men's Health Week, set up a push-up station in the office or a nearby park. Encourage team members to participate in the Push-Up Challenge and share it on their socials. #menshealth

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 Global Day of Parents
2	3	4	5 World Environment Day	6	7 National Donut Day	8 World Ocean Day
9	10 Men's Health Week and King's Birthday	11	12	13	14 Blood Donation Day	15
16 National Vegemite Day	17 Men's Health Week End	18	19 Juneteenth	20	21 Take Your Dog To Work Day	22
23	24	25	26	27	28	29
30 Social Media Day						