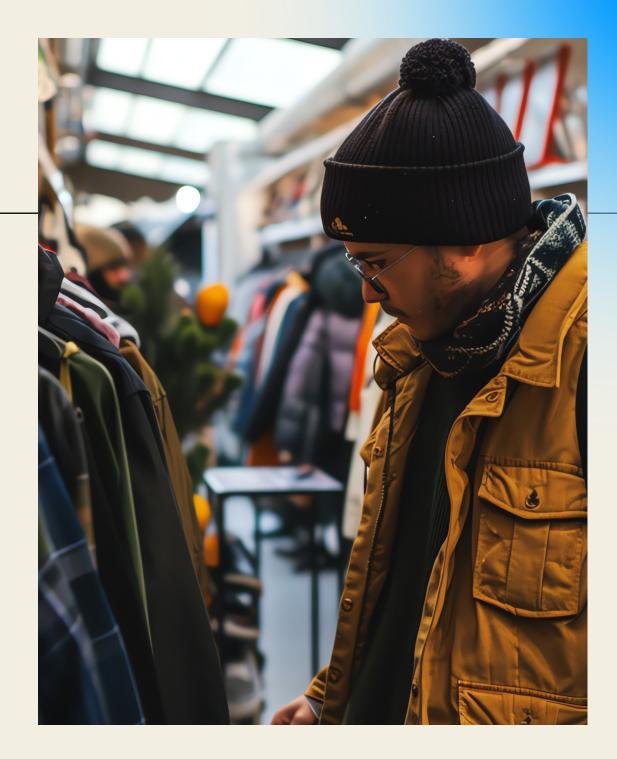


The Mega Must-Have Marketing Calendar for June 2025



June

THIS MONTH'S MARKETING MUST

The last month before End of Financial Year (EOFY) means that it's time to review your listings! This is important because local listings are an important part of your online presence because they show up in local searches, house reviews and can increase your visibility on

- Make sure your business is listed on the <u>top local listings sites</u>.
- Do a quick search for your business name and check that the listings that show up have the correct information about your business.
- Keep your business name, address and phone number consistent across all your listings. <u>Consistency</u> is an important ranking factor!

of Australian consumers say they won't use a business if they find inconsistent contact details online.

Source: Local Customer Behaviour Survey





Social calendar ideas

Jun 5: World Environment Day

Make a fun event out of this 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 9: Kings Birthday

It's the Kings Birthday, so be sure to inform your customers the timings of your business. Be sure to put out a social media post wishing people a good and relaxing break.

#Kingsbirthday

Jun 20: World Refugee Day

Acknowldge and respect refugees for the struggles they go through for a new life.

#Worldrefugeeday

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 EOFY 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.

✓ EMAIL SUBJECT LINES

- Our EOFY Health Tips
- Let the New Financial Year take your Worries at [Business]
- Name]
- Winter products you'll love
- R.Yes.V.P. Celebrate LGBTQ+ Pride Month with Us



#PrideMonth

30 Social Media Day/ End of Financial Year						01 First Day of Winter
02 Text	03	04 Global Running Day	05	06 Queensland Day	07	08
09 Kings Birthday	10	11	12	13	14 World Blood Donor Day	15
16	17	18	19	20 Refugee Week	21 National Selfie Day	22
23	24	25	26	27	28	29