



# 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

## QUICK TIPS

- ➔ Make sure your business is listed on the [top local listings sites](#).
- ➔ 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. [Consistency](#) is an important ranking factor!

# 58%

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

Acknowledge 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

# June

#PrideMonth

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