



The Mega Must-Have Marketing Calendar for July 2025



July

THIS MONTH'S MARKETING MUST

EOFY is just around the corner, making it the perfect time to hit refresh and rethink how your business operates. If you've been putting off automation or tech upgrades, now's your chance. Implementing AI into your processes.


QUICK TIPS

- ➔ Map out your common processes—like replying to messages or following up with leads and explore how AI tools can take those off your plate and lighten the load
- ➔ Train your team to work smarter, not harder. AI doesn't replace your people—it frees them up to focus on what matters most by automating the manual bits.
- ➔
 - Use AI to set up alerts and automations so nothing gets missed.

41% of Australian small and medium enterprises have adopted artificial intelligence (AI)

Source: [Minister Industry](#)





Social calendar ideas

July 1: New Financial Year Begins

Celebrate a fresh start! Share a post about new goals, habits or business upgrades for the year ahead—bonus points if you're using AI to streamline the process. Ask your audience: What's one thing you're doing differently this year?

July 10: International Pina Colada Day

Bring the tropical vibes to your feed! Share a fun photo or recipe for the perfect piña colada—mocktail or cocktail.

July 21: International Day of Friendship

Show some love to your team, clients or community!

MARKETING AND PROMOTION IDEAS

- Running a July promo or sale? Use AI to help you spot the best-performing campaign times, write your promo posts faster & even schedule them.
- Use AI tools to sync updates across your website, social media and listings—no more triple-checking platforms.
- AI can help generate content ideas, track engagement and even suggest local influencers to partner with—so your campaigns stay timely and relevant.

EMAIL SUBJECT LINES

- Make July Work Smarter, Not Harder with AI
- Running a Sale? Let AI Do the Heavy Lifting
- From Promos to Posts—Let AI Handle It This Month
- Cold Outside, Hot Deals Inside – Thanks to AI
- Smart Moves for EOFY – Let AI Handle the Hustle

July

#NAIDOC Week

	01 End of Financial Year (EOFY) begins	02	03	04	05	06 First Day of NAIDOC Week
07	08	09	10 International Pina Colada Day	11 World Population Day	12 World Rum Day	13
14 Shark Awareness Day	15	16	17 World Emoji Day	18 Nelson Mandela International Day	19	20
21	22 World Mango Day	23	24	25	26	27
28	29	30 International Day of Friendship	31			