



# The Mega Must-Have Marketing Calendar for August 2025



# August

## THIS MONTH'S MARKETING MUST

Wondering if there was a way to keep your business in front of people until they decide to convert into customers? With retargeting, once someone leaves your website, they're targeted with ads for your business on sites across the web.

## QUICK TIPS

- ➔ Retarget web visitors on social media with Facebook retargeting.
- ➔ Use retargeting ads to entice users back to your site with a special offer.
- ➔ Test out different ad creative and optimize based on what's working to drive the most visitors back to your site.

**People who see retargeted ads are 70% more likely to convert on your website.**

Source: [Invesp](#)







### Social calendar ideas

#### **Aug 8: International Cat Day**

Make and post a video where you ask your employees to share a picture of their cat. #InternationalCatDay

#### **Aug 19: World Humanitarian Day**

Make and post a video where you ask your team to share one way they've helped someone recently — big or small. #WorldHumanitarianDay

#### **Aug 19: International Homeless Animals Day**

Create a post asking your team to share a photo of a rescued or adopted animal — or a local shelter they support. It's a simple way to shine a light on the thousands of animals still waiting for a home. #AdoptDontShop

### 💡 MARKETING AND PROMOTION IDEAS

- ➔ Winter Clearance Sale: Last chance to warm up your winter” – promote end-of-season stock.
- ➔ It's not too early to start thinking about your spring marketing plan—outline your specials and promotions now and let your marketing partner know what you're planning.
- ➔ EOFY Follow-UP- Retarget leads who didn't convert in June/July. “Still thinking about it?”

### ✉ EMAIL SUBJECT LINES

- ➔ Cold weather, hot deals
- ➔ Out with winter, in with savings
- ➔ Something new is coming (and it's worth the wait)
- ➔ Our winter favourites are almost gone...
- ➔ Winter is not over yet... 😊

# August

#Book Lovers Day

				01	02	03
04 Northern Territory Picnic Day	05	06	07	08 International Cat Day	09 Book Lovers Day	10
11	12 World Elephant Day	13 Royal National Agricultural Show Day Queensland	14	15	16	17
18	19 World Humanitarian Day	20	21 World Senior Citizens Day	22 World Plant Milk Day	23	24
25	26 International Dog Day	27	28	29	30 International Day of Friendship	31