



The Only Marketing Calendar You Need June 2026



June

THIS MONTH'S MARKETING MUST

Did you know there's 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 optimise based on what's working to drive the most visitors back to your site.

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

Source: [Invesp](#)



June

💡 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 winter 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

- ➔ Winter Feeling Fine: Our Winter Health Tips
- ➔ Let us freeze Away Your Worries at [Business Name]
- ➔ Products you'll love this Winter
- ➔ 4 ways to stay warm this Winter
- ➔ EOFY deals this winter, keep an eye out

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. Be sure to post plenty of pictures

#WorldEnvironmentDay

JUN 8

National Best Friends Day

Now, it's time to highlight all the best friends out there! Share a picture of you and your bestie and ask your audience to share how they're celebrating event.

#FathersDay

JUN 24

Take Your Dog to Work Day

Post a "day in the life" about your dog. Have some fun by making it seem like your dog took over your business's social media account.

#TakeYourDogToWorkDay



June

#EndofFinancialYear

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
01 First Day of Winter	02	03	04	05 World Environment Day	06	07 Text
08 King's Birthday Long Weekend	09 Text	10 Text	11	12	13 World Gin Day	14 World Blood Donor Day
15	16	17	18	19 Good Food & Wine Show (NSW) starts	20	21 Good Food & Wine Show (NSW) Ends
22	23	24	25	26	27	28
29	30 End of Financial Year					