

make a splash with your summer biz



- MAKE A SPLASH THIS SUMMER with your business by taking advantage of all this more relaxed and sunny season has to offer. Summer marketing can overcome a slower sales season and is a great time to BUILD RELATIONSHIPS AND INCREASE THE FUN FACTOR!
- Plan a giveaway or contest that ties into your business' offerings.
- Create promotions for upcoming holidays. Memorial Day, Father's Day, 4th of July, Labor Day. Do something fun and different for each one!
- Look for networking events that you can attend. If there aren't any, hold your own. (cough: cough: Chicks in Charge has f-un-networking opportunities twice a month PLUS a big seasonal party, Chicksella so you can be a guest or a sponsor of the event! Bring your girlfriends!)
- Treat your customers - find a way to get them gathered for food and entertainment (not to mention a nice tax write off).
- Shore up your local search rankings and partner with other tourist destinations to get the word out once the out-of-staters show up en masse. Collabs are GREAT for summer. Go in for a giveaway on social media and a double sale on your sites or stores!
- YOU go to THEM! That's right. Host a lunch or workshop or fun event in their area. Make yourself a pop up or traveling trade show or simply drop off goodies to them that are summer related. Sno Cone day, anyone?! Sign me up!
- Hold a Themed Week or Day - showcase what you have to offer with a summer fun sale or red/white/blue patriotic week leading up to 4th of July including fun giveaways or food/drink at your place and tie in your communications platforms to make the most of it! Use engagement to get your reach higher.
- Give Back - if you find that you have a lil more time this summer, do your own PR (or keep it quiet, totally up to you) by being a part of community projects
- Give your brand a summer look - light, bright, airy, loosen up and have some fun with your brand this summer. Summer fashion, food, safety tips and so on will educate and engage your customers.
- Stock up on summer promo items - koozies, cheap sunnies that are okay to land in the lake, tanks tops, beach totes, sunscreen - put your brand on items that your customers will use this summer. Make them a gift with purchase or giveaway in a contest or part of a collab with other businesses.
- Clearance and close-outs or specials of the month - it's a great time to test which products could sell during the summer months with package offers or simply getting rid of some existing inventory.

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