

MARKETING TIP – JULY

Hi Folks:

Well no need to mention that July is National Ice Cream Month. Hopefully you have some ideas and are putting them into full swing. In 1984, President Ronald Reagan designated July as National Ice Cream Month and the third Sunday of the month as National Ice Cream Day. He recognized ice cream as a fun and nutritious food that is enjoyed by a full 90% of the nation's population. In the proclamation, President Reagan called for all people of the United States to observe these events with "appropriate ceremonies and activities."

Try doing things this month that you don't usually do for example:

- Having your ice cream eating competition heats each Saturday with the final falling on National Ice cream Day
- Sell Ice Cream Breakfasts every Saturday this month. (Froot Loop Sundaes etc)
- Answer Ice cream trivia questions for a %25 discount
- Have poster up to declare National Ice Cream Day a public holiday

Other monthly observances this month are:

National Blueberry Month
National Bikini Month
National Horse radish Month
National Hot Dog Month

If you also sell hot dogs in your store you have a double whammy – congratulations. Oh and by the way, you can't have your staff wear bikinis into the store this month, even though Michael claims he looks fantastic after his Brazilian wax.

Our weekly observances of note this month are:

6-12 Be Nice to New Jersey Week
6-13 Nude Recreation Week
15-21 Rabbit Week
20-26 Make Someone Smile Week
20-26 Scrabble Week

I'm thinking about how to combine all of these observances into one promotion, but its hurting my brain.

Now onto the good stuff – Our National day Observances are:

1 Canada Day

2 I Forgot Day

Uummmm.....

4 Boom Box Day

4 Independence Day

5 Cherry Pit Spitting Day

Have a Pit Spitting contest for distance. Winner gets a coupon for 10 free sundaes

7 Chocolate Day

7 Father and Daughter take a Walk day

Dads' buying for daughters today get half price

10 Don't step on a Bee Day

Consider a Honey flavor

12 Hot Dog Day

Free hot dog samples – ask your supplier to donate some to the cause

14 International Town Criers Day

Have one and have your staff do one

15 Gummi Worm Day

17 Get to Know your Customers Day

Ask your customers for an unknown fact about them for a %25 Discount

20 National Ice Cream Day

Whoop it up

23 Gorgeous Grandma Day

Grandma gets a free sundae today

24 Tell an Old Joke Day

Tell a joke for a 2 for 1 coupon

26 National Cowboy Day

Have the staff dress up

27 Parents Day

27 Work on Stilts Day

I don't know about that one

28 Milk Chocolate Day

Well there you go. Another choc a block month for promotions. Remember that the feeling and fun that you give your customers will be the memories that keep bringing them back.