

August, as in most of the summer months is packed full of promotions ideas. Now you don't have to do all of these, but one two or three may jump out and you will WOW your customers with a great visit to your store.

Here are some that may prove to be successful in your store:

Monthly Observances

Children's Eye health Month

Offer a prescription pad for 1 kiddie come to your local Optometrist

Get Ready for Kindergarten Month

Offer Mums a free cup of coffee/sundae on the kids they drop their kids off

National Inventors Month

Have a competition to have customers invent a new sundae – winner gets ice cream for a year

Weekly Observances

3-9 National Clown Week

Have your staff wear clown wigs all this week

4-8 Psychic Week

Have Ice Cream Tasting competitions – guess the flavor for a free cone

9-17 Elvis Week

Jump suits are the order of the day – have a look a like contest for a years ice cream

10-15 Weird Contest Week

The Sky in the limit – Curl your tongue for a discount??

24-30 National Truck Drivers Appreciation week

Free cone to all truck drivers – small and large

31 – 6 Waffle Week

Try Belgian Waffle breakfasts or have a Waffle Sundae

You could offer Waffle cones and regular cone prices

Daily Observances

1 Girlfriends Day

This is a great 2 for 1 day – Free for your girlfriend

1 Spiderman Day

1 US Air Force Day

All serving Air Force gets a free cone

3 Sisters Day

Another 2 for 1 Extravaganza – Sisters eat free

4 National Chocolate Chip day

Need I say more

7 Professional Speakers Day

Give a 3 minute speech on a random subject for a 25% discount

8 Sneak some Zucchini onto your neighbor's porch day

Have a basket of zucchini for your customers

10 National Duran Duran Appreciation Day

Play all the hits Baby – from Girls on Film to Rio

10 Smores Day

A great flavor of the day

12 Eleanor Roosevelt Day

Who is Eleanor Roosevelt anyway?

13 International Left Handers Day

Left handers get 25% off – they have to prove it

15 Best Friends Day

Another great 2 for 1 day

16 Elvis Presley's Remembrance Day

Elvis songs and jump suits galore

16 Sand Castles Day

Have a kids wading pool full of sand in the lobby.

18 Bad Poetry Day

Make up a poem on the spot for a chance to win....

19 Root Beer float day

Free Root beer floats between 5 and 6pm

22 Be an Angel Day

24 National Waffle Day

Waffle cones for the price of a regular cone

26 National Dog Day

Free Ice Cream for Dogs

30 National Toasted Marshmallow Day

Great flavor of the day – or create a Toasted Marshmallow Sundae

Good luck and feel free to call or email if you have any great successes with your marketing