

Check out our list of holidays and awareness dates that you can use to spark marketing campaign ideas for August!

Here are some topic ideas that small businesses can tie into promotions and social media in August:

- Back to school promotions
- End of summer sales
- Hot weather promotions
- Visit a local farmer's market
- Bargain week deals
- Charity golf event
- Home safety tips
- Back to school prep

August Awareness & Celebration

- Admit You're Happy Month
- Family Fun Month
- Dog Days of Summer - July 3 - Aug 11
- International Clown Week - Aug 1-7
- National Catfish Month
- National Eye Exam Month
- National Golf Month
- Peach Month
- Romance Awareness Month
- Water Quality Month
- National Picnic Month

Weekly August Events:


- Week 1 National Simplify your Life Week
- Week 2 National Smile Week
- Week 3 Friendship Week
- Week 4 Be Kind to Humankind Week

August Holidays and Special Days:

- 3 National Watermelon Day
- 10 National S'mores Day
- 13 Left Hander's Day
- 15 Feast of the Assumption
- 30 National Marshmallow Toasting Day

Highlights from this month's strategy

- **Back-to-School Energy** (Even if You Don't Sell to Parents): Tweak your messaging to capture that "reset the routine" mindset.
- **End-of-Summer Flash Sales:** Position your offer as "last chance before fall," whether it's a product bundle, service incentive, or just a simple deadline.
- **Unplug to Reconnect Campaigns:** Use the late-summer slowdown to promote intentional time-off content that still keeps your brand top of mind.
- **Labor Day Lead-Ins:** Don't wait until September to tease your Labor Day offers—start now to build anticipation and capture early interest.

 **Pro Tip:** August is also a great time to run a low-effort challenge or micro-campaign to build your email list before the fall push.

AUGUST HOLIDAYS, SPECIAL DAYS AND FUN DAYS

<https://unscrewedmarketing.com>



JOIN THE CIRCLE

Helping entrepreneurs grow their business through focused and effective marketing is our whole reason for being.

Plan. Strategize. Execute. Grow.

Stop scrambling for last-minute marketing ideas!

Join us every 3rd Monday for a FREE, interactive virtual strategy session where you'll walk away with a clear, actionable promotional plan for the upcoming month—designed specifically for YOUR business.

CHECK IT OUT!

LET'S CONNECT ON SOCIAL



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