# REFRESH THIS SUMMER: MARKETING TIPS & REMINDERS

TIPS FOR TENANTS **SUMMER** 2021



A recent survey by TopCashback.com shows that 45% of Americans are spending the most money during the summer.



# CREATE A BUZZ!



Plan ahead and create a buzz for the upcoming Summer season! Well-timed promotions around holiday gifts and merchandise can help drive both physical and online traffic to your store. Include flash sales, early-bird specials, and loyalty rewards for your best customers. Then, promote your sales and specials in your storefronts, and online via your website, e-mail blasts, and social media channels!

#### **Upcoming Seasonal Holidays**



**MEMORIAL DAY WEEK** (5/30 - 6/5)



FATHER'S DAY **WEEK** (6/13 - 6/20)



**WEEK** (7/4 - 7/10)



BACK TO SCHOOL **SEASON** (8/1 - 8/31)



## REFOCUS. REFRESH. REVITALIZE. RESTORE.







**UPDATE SOCIAL PROFILES** 



ADD INSTAGRAM, TWITTER, & TIK TOK TO THE MIX



PAGES. CHECK REVIEWS



CROSS-PROMOTE.



JOIN LOCAL CHAMBER



**HOLD A CONTEST OR GIVEAWAY** 



UTILIZE SIDEWALK SIGNS & WINDOW DISPLAYS



LAUNCH LOYALTY **PROGRAM** 



### "HOUSEKEEPING" REMINDERS



SERVICE YOUR HVAC



**CLEAN WINDOWS** 



**CHECK RECORDS** 











