

NURTURENOTES

Top 10 Summer Marketing Strategies

Unless you manufacturer beach balls or manage a fun vacation destination, summer can be anything but **HOT** when it comes to results from your marketing.

Relax!

Use these tips to make sure your marketing efforts shine all summer long.

NEW!

Ask the Experts

Get your marketing questions **ANSWERED**.

Want to know how often to tweet?
The best days to send your emails?
Just **ASK** us! Look for answers to the top 10 questions in the **August NurtureNotes**.

Email your question to:
asktheexperts@nurturemarketing.com



1. Write a Case Study

The slower months of summer can be a great time to write up case studies for projects you've done this year but haven't had time to brag about. Showcase your expertise, promote your industry leadership and attract new clients.



2. Keep in Touch

Ensure your brand remains valuable and top of mind this summer. Keep prospects engaged by reaching out and saying hello, promoting new products, summer specials and unique offers. You might even try a fun email survey or two!



3. Revisit your Campaigns

What can you learn from past campaigns? Review what worked, what didn't work and why. Then use your findings to come up with new strategies for upcoming campaigns. If you haven't introduced yourself through social media, why not?



4. Update your Website

Keeping content up to date can be a daunting task, but it is an important one! Update events, news, products and services so clients and prospects can be kept current on your company. A great website is an excellent marketing tool.



5. Take your Customers Out

It's normal to do business on the golf course, but why not treat your customers just as royally with a grill out at a local park, a day at a winery, or charter a boat for an afternoon of fishing - your customers will appreciate (and remember) the gesture.



6. Take your Business on the Road

Get your name out there...participate in area events and festivals by sponsoring activities, renting a booth and lending a hand. Not only will you feel good about helping your community - but your brand will be rewarded too.



7. Create a Webinar or Video

Summer is a great time to work on a webinar or video showcasing your products or services. These hugely successful marketing vehicles will wow your clients, showcase your expertise and provide an educational experience at the same time.



8. Clean up your Marketing List

If you're like most marketers, maintaining your list isn't a top priority. However, the quality and accuracy of your list can make or break campaigns. Take the time to review and update your list - it will save you time and money down the road.



9. Plan Ahead

Counting down the days to your summer vacation? You've found someone to take care of your dog, but what about your marketing? Make sure your hard work continues to pay off while you're gone. Complete tasks and appoint a backup until you return.



10. Take a Vacation!

You deserve it, don't you? Of course you do! Just remember to turn on your handy email "out of office" message and update your voice mail with when you will return and how to get in touch with your backup person (see #9).

We'd love to hear your thoughts on topics you would like to see in future issues.
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