JULY 2022 MARKETING PLAN

**July is the month focused on red white and blue & staying cool in the heart of summer.** Check out a few ideas below on how you can carry out these themes all month long.

**getting started**

1. *Review ideas and pick the ones you would like to do!*
2. *Purchase the supplies needed for your events.*
3. *Spread the word via graphics included for each event. You can find them in the galleries on each month’s page on the website.*
4. *During each event \*with permission\* take photos and make sure to post to your social media to encourage future participation and remind attending residents of all the fun they had!*

Keep in mind that the materials below are customizable to your property as far as time, date, and location. Simply reach out to the [marketing department](mailto:marketingrequests@royalamerican.com?subject=January%20Marketing) and specify which piece of collateral you want adjusted and send us your changes.

**BLUEBERRY breakfast**

July has a few Blueberry themed holidays. We thought it might be nice to use this as a jumping off idea for the month’s rent breakfast. Maybe offer a Blueberry forward breakfast option like blueberry muffins or fresh blueberries & cereal, blueberry bars etc. There are many options for Blueberry-based breads that are great for breakfast. You could offer fresh fruit as well. Offer juice to drink.

* Invite your residents via flyer, social media, textbox with the graphics included.
* On the day of your event, send out a reminder via textbox and social media.

# **4th of July barbeque**

Let your residents know you will be hosting a BBQ! Invite them to swing by and pick up a plate or to stay awhile and partake in games/music/and good company. You could even have a few easy games or a Cornhole tournament.

**food Ideas:**

* Burgers
* Sausages
* Chicken
* Coleslaw
* Baked Beans
* Potato Salad
* Pasta Salad
* Corn on the Cob
* Watermelon, Berries, and Other Summer Fruits
* Cut Vegetables for Dipping
* Tortilla or Potato Chips
* Drinks: Water, Lemonade, Tea, Capri Sun

Other Things to Purchase/Plan On

* Extra Supplies: Plates, Cutlery, Napkins, Tablecloths, Cubs, Ice Chests, Ice, Tables/Chairs
* Set up a Cornhole Tournament (with prize)
* Play appropriate music

**THE DAY OF THE EVENT:**

* Send out a reminder, set up your event, and enjoy!

# **Hot Dog Cook Out**

Let’s Celebrate National Hot Dog Day by hosting a hotdog cookout! Take rsvp’s a few days in advance if you like.

Think about what you need for the grill (charcoal/lighter fluid or propane), hot dogs, hot dog buns, condiments (mayo, mustard, ketchup, cheese, relish, onions)

Other items to get: paper plates, napkins, plastic cups, waters, sodas, tin foil for to-go’s.

If you are thinking about a raffle, maybe get a gift card to a local hotdog place!

**THE DAY OF THE EVENT:**

* Send out a reminder, set up your event, and enjoy!

# **Fresh Fruit Fridays**

Nothing says summer quite like cold fresh fruit! Invite your residents to the office at a set time (maybe a few hours set aside) to enjoy fresh fruit to cool off.

**BEFORE THE EVENT:**

* Send out flyer/social square/text box in advance so your residents can plan on participating.
* Purchase your fruit – extras: bowls, forks, napkins, \*sprite and cups if you are getting fancy and are offering as a cool summer drink.
* Keep it fresh with this hack: “This trick is brought to you by Shannon McNitt who goes by @livingonlife101 on TikTok. McNitt recently took, to the platform to share her secret for keeping cold snacks fresh while they’re sitting out at a party. Mcnitt uses two disposable aluminum food pans, filling one a third full with cold water, and the other with her fruit and vegetables. She puts the pan with the water in the freezer for a few hours to form a layer of hard ice. Then, she places the pan with the food over the pan filled with the ice so that the ice can keep the foods chilled and fresh for hours. Isn’t that genius?”

**THE DAY OF THE EVENT:**

* Post the social media square early each Friday as a reminder.

**be a kid - fun day**

Think field day for all ages! There are lots of budget friendly ideas out there to make a super fun day of it!

Classic games–

**Water balloon toss:** Set up teams of two and have them start close together and toss each other the water balloon. Each round, have those that havent busted their balloon take a step backwards and toss from the new spots.This continues until only one group is left.

**Three leg race:** teams of two compete in a race with each individual having their outer leg free but their other leg connected to their partners.

**Egg & Spoon Race:** Competitors do a relay race, each having to complete their part or lap without dropping an egg on a spoon. The team to complete it the fastest without dropping/breaking their egg wins!

There are a lot of fun challenges on pinterest or Minute to Win It Games that would also be fun. A few that we have tried that were a hit were Mummy Wrap (have one team member wrap their partner in a roll of toilet paper by running around them in circles and the first one done wins), Keep the Balloon up (This one is fun because people get super creative in their attempts), Doing any task with mittens/gardening gloves on.

Make or Have a Scoreboard of some sort.

Have (appropriate) music playing, refreshments out like chips, fruits, popsicles, drinks, Capri Suns, water\*. Bonus – Provide a bottle of sunscreen in case anyone forgot theirs!

**BEFORE THE EVENT:**

* Send out Flyer/Social Square/ Text Box information
* Have teams sign-up ahead of time so you know how much supplies to get.
* Get refreshments, supplies, and prizes!

**THE DAY OF THE EVENT(s):**

* Set Up, Send Reminder, and Have Fun!

# **outreach**

You will find outreach flyers in our gallery this month. If you are passing them out to local businesses and including a cardstock printout (find in gallery) -add Tootsie Stars & Stripes Pops (you can find these at Sam’s Club or Big Lots) attached to our “Shine Where You Live” flyer. We suggest If you are visiting a larger office with a breakroom a box of cookies from a local bakery is a suggestion.

July is a great month to hit up your local restaurants, mom & pop stores, and ice cream shops! If there are events in your area (runs/farmer’s market days/craft fairs) It’s a great month to volunteer to hand out waters or ice pops with your marketing on them.

**National Holidays for Calendar**

1st- International Joke Day; Postal Workers Day

4th- Independence Day

5th – National Graham Crackers Day

7th – World Chocolate Day

8th – Be a Kid Day; National Video Game Day

9th – National Sugar Cookie Day

10th – Pick Blueberries Day

11th – National Blueberry Muffin Day; National Free Slurpee Day

12th – National Eat Jello Day

15th – National Give Something Away Day

17th – National Ice Cream Day; World Emoji Day

18th – World Listening Day; National Sour Candy

20th – National Hot Dog Day; Lollipop Day

22nd – National Hammock Day

23rd – National Vanilla Ice Cream Day

25th – National Wine and Cheese Day

28th – National Refreshment Day

30th – International Day of Friendship