



**IMPORTANT DAYS TO
USE IN YOUR DIGITAL
MARKETING CAMPAIGNS IN
JULY & AUGUST 2023**



Powering Your Marketing Campaigns with Key International Days in July and August

In the world of digital marketing, brands have the opportunity to leverage important international days to connect with their audience on a global scale. By aligning marketing campaigns with these significant occasions, businesses can foster brand affinity, drive engagement, and create impactful experiences for their customers. As Related Digital, we will explore essential international days in July and August and discuss how brands can incorporate them into their marketing strategies to maximize their reach and impact.



SUMMER VACATION SEASON

July and August marks the peak of the summer vacation season in many parts of the world. Brands in the travel, hospitality, and leisure industries can tailor their marketing strategies to capitalize on this period. By offering exclusive travel packages, discounts on accommodations or attractions, organizing travel-related contests, or providing useful travel tips and guides, brands can attract vacationers and position themselves as the go-to choice for summer getaways.



JULY 11st

WORLD POPULATION DAY

World Population Day raises awareness about global population issues and the importance of reproductive health. Brands in the healthcare and social awareness sectors can participate by sharing educational content, organizing webinars, or partnering with NGOs working towards population-related causes. By promoting awareness and advocating for sustainable development, brands can showcase their commitment to social responsibility and engage their audience.



JULY 17th

WORLD EMOJI DAY

World Emoji Day celebrates the universal language of emojis. Brands can tap into the widespread use of emojis to create engaging marketing campaigns. Incorporating emojis into social media posts, running emoji-themed contests or quizzes, and encouraging users to share their favorite emojis can enhance brand visibility and foster interaction. This lighthearted approach can resonate with a wide range of audiences.



AUGUST 19th

WORLD HUMANITARIAN DAY

World Humanitarian Day recognizes the efforts of humanitarian workers and honors those who have lost their lives in the line of duty. Brands can showcase their social responsibility by highlighting charitable initiatives, partnering with humanitarian organizations, or organizing donation drives. By connecting with the audience on a deeper level and promoting compassion, brands can build trust and loyalty among consumers.



AUGUST 28th

INTERNATIONAL DOG DAY

International Dog Day celebrates the bond between humans and dogs, promoting pet adoption, and raising awareness about animal welfare. Brands in the pet industry can participate by organizing adoption events, sharing heartwarming stories, or collaborating with animal shelters. Engaging in social media campaigns, user-generated content featuring dogs, and supporting local pet-related causes can help brands connect with pet lovers and showcase their products or services.

OTHER IMPORTANT INTERNATIONAL DAYS IN JULY & AUGUST

JULY 18th
Nelson Mandela International Day

JULY 28th
World Nature Conservation Day

JULY 29th
International Tiger Day

JULY 30th
International Day of Friendship

AUGUST 12nd
International Youth Day

AUGUST 13th
International Left-Handers Day

AUGUST 19th
World Photography Day

AUGUST 23rd
International Day for the Remembrance of the Slave Trade and Its Abolition

AUGUST 26th
Women's Equality Day

AUGUST 30th
International Day of the Victims of Enforced Disappearances



related
DIGITAL

ALL-IN-ONE
MARKETING
AUTOMATION
AND CUSTOMER
DATA PLATFORM

www.relateddigital.com

 /relateddigital

 /relateddigital

 /relateddigital

 /relateddigital