

# Your thinkSmith Summer Marketing Checklist

- ✓ Set a summer campaign theme that aligns with your brand voice.
- ✓ Create a limited-time offer or summer-themed product bundle.
- ✓ Plan and launch a social media giveaway or contest.
- ✓ Partner with a complementary brand or local business.
- ✓ Collect user-generated content through a photo or caption contest.
- ✓ Schedule posts with vibrant, seasonal visuals across all active platforms.
- ✓ Run a short-term, geo-targeted ad campaign (social or Google).
- ✓ Launch a summer email series with exclusive offers or event promos.
- ✓ Update your Google Business Profile with summer hours or events.
- ✓ Sponsor or participate in a local summer event or festival.
- ✓ Monitor engagement and track results using analytics tools.
- ✓ Gather feedback and save insights to inform next summer's strategy.
- ✓ Start planning next year's branding strategy with thinkSmith