

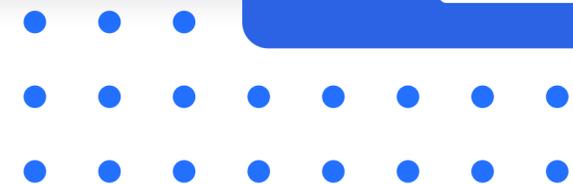
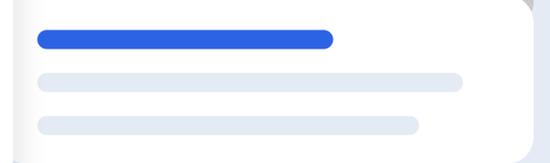
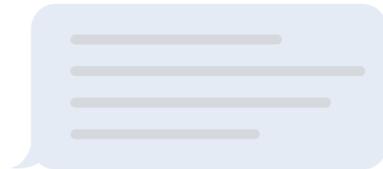
SMS Marketing

JULY 2022 CALENDAR

SMS MARKETING STRATEGY

You're all ready, set, go with your SMS marketing campaigns in July with this calendar. We've shared 20 SMS templates for your Shopify store marketing. All you have to do is simply copy, paste, tweak and send. Or, get inspired and create your own campaigns and text messages.

Then, send using TxtCart!



July 2nd



World UFO Day

World UFO Day is celebrated on 2nd July to spread awareness and interest to find unidentified flying objects. It's also a day for people to gather together and scan the skies for UFOs. As a brand are you interested in UFOs or in the idea of gathering people together? If yes, here are SMS templates you could use to run campaigns.

Hey (First name), it's World UFO Day today – time to get together with friends and family and gaze at the skies. To make your gathering fun, here's a 10% discount on snacks and drinks, only today. Shop (Site URL)

Heya (First name), fascinated by UFOs? We know you are and so you'll love our special UFO edit. Enjoy 20% off across the edit. Shop: (site url). Only from July 2 to 5. Hurry!

Heya! Here's a sweet surprise for you! It's World Chocolate Day today and we'd love to celebrate it with you. Post a picture of yourself eating chocolates on Instagram, tag two friends and (brand account). 10 lucky people will win a voucher.

It's a sweet day today -World Chocolate Day. We thought we'd share this treasure trove of chocolate recipes so you can enjoy the day making delicious dishes with your loved ones. Read [this blog: \(link\)](#)

July 7th



World Chocolate Day

Whether or not your ecommerce store has anything to do with chocolates, you can always start the month with a sweet celebration. World Chocolate Day falls on July 7th. If you want to increase your SMS marketing engagement, this is a great opportunity. Use these templates to begin with:

July 7th



Global Forgiveness Day

July 7 is observed as Global Forgiveness Day to encourage people to practice forgiveness as part of mental wellness. If you're a brand that supports mental wellbeing causes, take this opportunity to communicate with your SMS subscribers through a simple campaign.

(Brand name) Hey (First name), today is Global Forgiveness Day and we'd like to say we're sorry if we've ever made a mistake or made you unhappy. :)

Hi (First name). On Global Forgiveness Day, we'd like to ask for your forgiveness if we've ever done something that was unpleasant or wrong on our part. We hope you'll forgive us.

Hey (First name), love sugar cookies? We do too. And that's why we're going to send a pack of cookies with every order above \$100 placed on our site today. So get shopping now! (Site name)

Heya (First name), today is National Sugar Cookie Day. We know you love cookies, and so, we're adding this new product on our site. Head over to (Site link) to get your delicious, fresh, yummy sugar cookies.

July 9th



National Sugar Cookie Day

A day dedicated to celebrating sugar cookies is reason enough for you to run an SMS marketing campaign for your ecommerce store. National Sugar Cookie Day is celebrated to honor the delicious sugar cookie. Here are a few SMS marketing templates that you could add to your marketing plan.

July 12th



Paper Bag Day

Paper Bag Day is observed on July 12 to spread awareness about avoiding plastic bags and using paper bags. For ecommerce brands this is a great opportunity to let customers know you're a conscious brand and care for the environment. Here are SMS marketing templates you could use.

(Brand name) It's Paper Bag Day today and we just wanted to repeat 'we're an environmentally conscious brand'. We pack our products in eco-friendly material that reduces plastic waste. So you can buy from us knowing you're not doing any harm to the environment. (Site link)

Hey (First name), on Paper Bag Day, we'd like to share this article that tells you why it's important for retail brands to be conscious about the packaging they use. Read it and share it, too. (Article link)

Hey (First name)! We'd love for you to tell us what you feel about us – (Brand name). Simply reply to this message with an emoji that best describes your feelings for us. 5 lucky draw winners will receive a surprise gift :)

It's World Emoji Day and we're running a fun contest. Create a unique emoji that best describes our brand, post it on Instagram and Facebook and tag us (Brand name). The best 5 entries will win gift hampers worth \$500 each.

July 17th



World Emoji Day

World Emoji Day is celebrated on 17 July every year – a day to recognize how emojis help spread joy, happiness and all kinds of emotions. For online retailers, it's a fun opportunity to communicate messages to your customers. Wondering how? We've shared a few SMS marketing templates to inspire you.

July 18th



World Listening Day

Celebrated on July 18, World Listening Day is observed to encourage people to listen to the sounds of nature. In this noisy world, here's a day that urges people to slow down, pause, and simply listen to the beautiful sounds of nature. And there are many ways to run SMS marketing campaigns around this day. Here are a few:

Hola (First name)! Today is World Listening Day and we wanted to share a list of some of our favorite music inspired by the sounds of nature. To check out the playlist, head to: (Site url)

Hi (First name), it's World Listening Day and we're all ears to what you have to say about us. A complaint, feedback, appreciation, you could simply reply back to this text with what's on your mind.

Hey (First name)! Today is World Nature Conservation Day. In our effort to support environmental conservation, we're going to donate 25% of the profit generated today on our site to (environment conservation organization name). Do your bit by buying something from (Site link) today!

(Site name): On World Nature Conservation Day, we're giving a 10% off on our eco-friendly stationery collection. Check out the edit here (Site link) and grab the offer. Only today!

July 28th



World Nature Conservation Day

World Nature Conservation Day is observed on July 28. Its aim is to bring awareness about the urgent need to protect the environment. If you're an environmentally conscious brand, you could do your bit to support the cause and spread awareness to your SMS subscribers. Here's how:

July 29th



International Tiger Day

Global Tiger Day or International Tiger Day is annually observed on 29 July. It aims to raise awareness for tiger conservation. The tiger is the largest living cat species that is endangered and in urgent need for protection. You can do your bit by spreading awareness through an SMS campaign. Here's how:

Hi (First name), if you know us, you know we love animals. On International Tiger Day, join us in spreading awareness about tiger conservation. If you'd like to donate toward the cause, here's a list of organizations you could support. (Share link)

It's International Tiger Day today. To do your bit to support tiger conservation, make a purchase from our site (link) today. 20% of the proceeds would be donated to (organization name)

Heya (First name), thank you for being our friend over the years. We hope we remain friends forever! Here's a special International Day of Friendship token from us to you – enjoy 15% off. Use code: FRIENDS

On International Day of Friendship, we're having a giveaway on our Instagram page. Head to our page (account link) and make your friends happy.

July 30th



International Day of Friendship

Celebrated on July 30 every year, the International Day of Friendship is an occasion to spread the joy of friendship. For ecommerce brands, it's a great opportunity to spread the message as well as run promotional and marketing campaigns via SMS. Here are some SMS marketing templates to help you out.

Get started with your SMS campaigns for March

If you're looking to spruce up your SMS marketing calendar, you're in the right place.

With TxtCart, you can set up an SMS marketing campaign for your Shopify store in minutes!

Install TxtCart on your Shopify store today!