

August 2023 Direct Sales Content Calendar

Use these post ideas to plan your social media content for the month.

Week 1: August 1 - 5

8/2/2023	Back to School Month Offer back-to-school bundles and share tips for students to excel with your products. Suggested Hashtags: #BackToSchool #BackToSchoolMonth #EducationMatters #SchoolSupplies #AcademicExcellence
8/3/2023	Clean Your Floors Day (August 3) Celebrate Clean Your Floors Day with cleaning tips and showcase your floor-cleaning products. Suggested Hashtags: #CleanYourFloors #FloorCleaning #CleanHome #SpotlessFloors #CleaningTips
8/4/2023	Celebrate Black Business Month Spotlight black-owned businesses, including your own, and encourage support within your community. Suggested Hashtags: #BlackBusinessMonth #SupportBlackOwned #BuyBlack #BlackEntrepreneurs #BlackExcellence

August 2023 Direct Sales Content Ideas

8/5/2023	Blogger Day (August 5) Show appreciation for bloggers in your niche and collaborate with them for increased exposure. Suggested Hashtags: #BloggerDay #BloggerAppreciation #InfluencerCollab #BloggerLove #BloggersInAction
-----------------	---

Week 2: August 6 - 12

8/6/2023	Celebrate National Wellness Month Share daily wellness tips and promote your products that contribute to a healthier lifestyle. Suggested Hashtags: #WellnessMonth #SelfCare #HealthyLiving #WellnessJourney #MindBodySoul
8/7/2023	Product Spotlight Highlight one of your best-selling or favorite products, explaining its benefits and why customers love it. Suggested Hashtags: #ProductSpotlight #ProductFeature #CustomerFaves #MustHaveProduct #ProductPerks

August 2023 Direct Sales Content Ideas

8/8/2023	International Cat Day (August 8) Engage cat lovers with cute cat content and promote your pet-related products. Suggested Hashtags: #InternationalCatDay #CatLovers #PurrfectCompanions #CatMoments #CatObsessed
8/9/2023	National Book Lovers Day (August 9) Share your favorite books related to your business and offer book-themed promotions. Suggested Hashtags: #BookLoversDay #ReadingCommunity #BookRecommendations #PageTurner #Bookworms
8/10/2023	National Spoil Your Dog Day (August 10) Share ideas for how you can pamper your pooch with dog friendly products. Suggested Hashtags: #SpoilYourDog #DogDay #DogLovers #FurBaby #PamperedPooch
8/11/2023	Summer Sun Safety Month Provide daily sun safety tips and recommend your sun protection products for a safe summer. Suggested Hashtags: #SunSafety #SummerSafety #ProtectYourSkin #Sunscreen #SunSmart

August 2023 Direct Sales Content Ideas

8/12/2023	Customer Testimonials Share a positive review or testimonial from a satisfied customer, showcasing the positive experiences with your products. Suggested Hashtags: #CustomerTestimonials #HappyCustomers #CustomerReviews #LoveOurProducts #HappyClients
------------------	---

Week 3: August 13 - 19

8/13/2023	Behind the Scenes Take your followers behind the scenes of your business or show how your products are made, giving them an exclusive look. Suggested Hashtags: #BehindTheScenes #InsideOurBusiness #TransparentCompany #MeetTheTeam #BusinessInsider
8/14/2023	Inspirational Quote Post an inspirational quote that aligns with your business values and motivates your audience. Suggested Hashtags: #InspirationalQuotes #MotivationMonday #PositivityVibes #StayStrong #QuotesToLiveBy
8/15/2023	National Relaxation Day (August 15) Encourage self-care and relaxation, offering special discounts on relaxation products. Suggested Hashtags: #RelaxationDay #SelfCareSunday #ChillOut #RelaxAndUnwind #StressRelief

August 2023 Direct Sales Content Ideas

8/16/2023	Before and After Show a before-and-after comparison of a customer's transformation with your products, emphasizing the benefits. Suggested Hashtags: #BeforeAndAfter #TransformationTuesday #ResultsDriven #ProductSuccess #VisibleChanges
8/17/2023	Product Tutorial Create a video or step-by-step guide demonstrating how to use one of your products, helping customers understand its usage. Suggested Hashtags: #ProductTutorial #HowToUseIt #StepByStepGuide #ProductDemo #MasterYourProduct
8/18/2023	Industry News Discuss recent news or trends in your industry and how your products can help, positioning yourself as an industry expert. Suggested Hashtags: #IndustryNews #TrendingTopics #ExpertOpinion #ProductInnovation #IndustryInsights
8/19/2023	World Photo Day (August 19) Feature customer photos using your products and thank them for their contribution. Suggested Hashtags: #WorldPhotoDay #PhotographyArt #CustomerPhotos #VisualStorytelling #PicturePerfect

Week 4: August 20 - 26

8/20/2023	Ask Me Anything Encourage your followers to ask you anything about your business or products, fostering interaction and transparency. Suggested Hashtags: #AMA #AskMeAnything #QandA #TransparentQA #GotQuestions
8/21/2023	National Senior Citizens Day (August 21) Show respect for seniors and share heartwarming stories of their experiences. Suggested Hashtags: #SeniorCitizensDay #RespectElders #SeniorStories #ElderlyLove #GoldenYears
8/22/2023	Customer Appreciation Show appreciation to your customers with a special discount or offer, rewarding their loyalty. Suggested Hashtags: #CustomerAppreciation #ThankYouCustomers #CustomerLove #GratefulForYou #LoyalClients

August 2023 Direct Sales Content Ideas

8/23/2023	World Water Week (August 23-September 1) Promote water conservation, offer eco-friendly products, and support water-related charities. Suggested Hashtags: #WorldWaterWeek #WaterConservation #SustainableLiving #EcoFriendlyProducts #WaterCharities
8/24/2023	Lifestyle Integration Show how your products fit into and enhance a customer's lifestyle, making them more relatable and desirable. Suggested Hashtags: #LifestyleIntegration #ProductInAction #SeamlessLiving #ProductInDailyLife #EnhanceYourLifestyle
8/25/2023	Product Bundle Offer a special product bundle or package deal for your followers, encouraging higher-value purchases. Suggested Hashtags: #ProductBundle #SpecialOffer #PackageDeal #BundleSavings #MoreForLess
8/26/2023	National Dog Day (August 26) Celebrate dogs with a photo collage and showcase pet-related products. Suggested Hashtags: #NationalDogDay #DogCelebration #DogLove #PawsomeCompanions #DoggyDelights

Week 5: August 27 - 31

<p>8/27/2023</p>	<p>Thank You Note</p> <p>Write a heartfelt thank you note to your customers for their support, fostering goodwill and loyalty.</p> <p>Suggested Hashtags: #ThankYouNote #GratitudePost #AppreciationMessage #HeartfeltThanks #ThankfulThursday</p>
<p>8/28/2023</p>	<p>Fun Fact</p> <p>Share an interesting and surprising fact about your products or business, sparking curiosity among your audience.</p> <p>Suggested Hashtags: #DidYouKnow #InterestingTrivia #FactOfTheDay #MindBlownMoment</p>
<p>8/29/2023</p>	<p>Tips and Tricks</p> <p>Share useful tips and tricks related to your products or industry to provide added value to your customers.</p> <p>Suggested Hashtags: #TipsAndTricks #ProTips #LifeHacks #ProductHacks #ExpertAdvice</p>
<p>8/30/2023</p>	<p>National Beach Day (August 30)</p> <p>Share stunning beach photos and recommend beach activities for a fun summer.</p> <p>Suggested Hashtags: #NationalBeachDay #BeachVibes #SummerFun #BeachLife #SandyToes</p>

August 2023 Direct Sales Content Ideas

8/31/2023	What's Next Tease an upcoming product launch or event to keep your followers excited and looking forward to what's coming. Suggested Hashtags: #ComingSoon #ProductLaunch #SneakPeek #SaveTheDate #CantWaitForThis
------------------	--

Make sure to explore all of Photofy's marketing resources for direct sales consultants and use our app to effortlessly create and schedule your posts.

<https://photofy.com/blog>

With Photofy, you've got the tools to make August 2023 a phenomenal month for your social media presence! Happy posting! 😊