

Tips to Sweeten Your Summer Sales

1**Get the most out of your day.**

Seamlessly interact with the business and social tools you rely on right within Act!. We won't tell if you cut out early on Friday.

2**Make a splash.**

Redesign your website's splash page to include lead capture sign up.

3**Guru on the go.**

Enable your freedom by leveraging mobile so you can keep your business cruising while away from the office.

4**Fore!**

Did you know August is National Golf Month? Use it as an excuse to treat your favorite prospects to a round.

5**Grill up a good time.**

Invite your customers to come to you with summer-themed events, like a BBQ. This gives you a casual atmosphere to get in front of prospects and customers. Plus, who doesn't like a cheeseburger?

6**Add some summer sizzle.**

Incorporate summer themes into your marketing efforts to heat things up, like a summer sweepstakes.

7**Tick tock.**

Add a sense of urgency with expiration dates to your offers and promotions that drive volume during slow, summer months.

8**Be strategic! B-E strategic!**

Experiment with new social media platforms, like Vine or Instagram, during slower months. This gives you time to get it right before putting it on blast.

9**Try new things.**

Challenge the status quo. Test your campaigns with new subject lines, images, or timing.

10**Turn on your "out of office".**

You're no good to your business when you're burnt out. Take a moment to spend time with friends and family. Come back refreshed and motivated.

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