

# JULY 2019

Highlighted Boxes = Show Room Event

Weekend Events = Opposite Side

Miracle Toyota – Murphy Auto Group

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 National Creative Ice Cream Flavors Day	2	3 National Eat Your Beans Day	4 Independence Day	5 National Hawaii Day \$\$ MURPHY MONEY \$\$	6
7	8	9 National Sugar Cookie Day	10	11	12 National Collector Car Appreciation Day	13
14	15 National Give Something Away Day	16	17 World Emoji Day	18 Get to know your customers Day	19	20
21	22	23 National Gorgeous Grandma Day \$\$ MURPHY MONEY \$\$	24	25	26	27 National Day of the Cowboy
28	29	30	31			

Highlighted boxes = Show Room Events

<p><b><u>Monday – July 1<sup>st</sup></u></b>  <b>National Creative Ice Cream Flavors Day</b></p> <p>Possibly work with Pink Dipper to provide vouchers for small ice creams to give to customers w/ appointment</p>	<p><b><u>Wednesday – July 3<sup>rd</sup></u></b>  <b>National Eat Your Beans Day</b></p> <p>Watch LIVE on FB to see our employees have a bean-eating competition with NO HANDS  <b>FB LIVE</b>  <b>FESTIVITIES Start at: 12:30 pm</b></p>	<p><b><u>Thursday – July 4<sup>th</sup></u></b>  <b>National Independence Day–</b></p> <p>Celebrate the Independence of our great country!</p>
<p><b><u>Friday – July 5<sup>th</sup></u></b>  <b>National Hawaii Day</b></p> <p><b>MURPHY MONEY DAY</b>  <b>Hawaiian Shirt competition! Best shirt wins Murphy Money!</b></p>	<p><b><u>Tuesday – July 9<sup>th</sup></u></b>  <b>National Sugar Cookie Day</b></p> <p>Provide sugar cookies to all customers (just like National Donut Day)</p>	<p><b><u>Friday – July 12<sup>th</sup></u></b>  <b>National Collector Car Appreciation Day</b></p> <p>Post on Social Media pictures of older vehicles!</p>
<p><b><u>Monday – July 15<sup>th</sup></u></b>  <b>National Give Something Away Day</b></p> <p>Give them the option to donate to a charity of their choice! Use this as a transition to <b>BTS</b></p>	<p><b><u>Wednesday - July 17<sup>th</sup></u></b>  <b>World Emoji Day</b></p> <p>Post on Social Media all about Emojis!</p>	<p><b><u>Thursday – July 18<sup>th</sup></u></b>  <b>Get to know your Customers Day</b></p> <p>Do Facebook Live with a customer who has had great customer experience with our dealerships!</p>
<p><b><u>Tuesday - July 23<sup>rd</sup></u></b>  <b>National Gorgeous Grandma Day</b></p> <p><b>\$\$Murphy Money Day!!\$\$</b></p> <p>Facebook LIVE Contest: Salesmen dress up as a grandma! Best outfit wins Murphy Money</p>	<p><b><u>Saturday – July 27<sup>th</sup></u></b>  <b>National Day of the Cowboy</b></p> <p>Have General Managers dress up as cowboys for a chance to win a prize!  <b>Prize: TBD</b></p>	

Weekend events correlate directly with your monthly theme. April Theme: 1<sup>st</sup> Responder Appreciation Month

<b>Weekend 1: SHOW ROOM – FB LIVE</b>	<b>Weekend 2: SHOW ROOM – FB LIVE</b>	<b>Weekend 3: SHOW ROOM – FB LIVE</b>	<b>Weekend 4: SHOW ROOM – FB LIVE</b>
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**Weekend events will be promoted on Facebook:**

FB lives – Every Thursday by GM– PROMOTION INSERT HERE

GCM (Good Carma Media needs to promote by posting Wednesdays a story/news feed post, and during the weekend)