



# LT Web Designs Client Newsletter



## Happy June!

Spring has officially packed its bags, and summer is knocking right on our door! Seriously, can you believe we'll be talking about Christmas in just six months? Slow down, calendar!!

I only have a few updates for you this month, so I'm keeping this newsletter short and sweet. Keep reading to see what's on the radar as we kick off the summer season!

### My Personal Updates:

**A Huge Milestone:** On May 21st, I celebrated my one-year anniversary of finishing breast cancer treatment! It's definitely been a long year of dealing with lingering side effects and constant follow-up appointments, but for the most part, I'm doing good. I thank God every single day for healing me and blessing me with another year!

**Double Vision (The Good Kind!):** I had my second cataract surgery on the Friday before Memorial Day. Doc had a little mishap in the OR and I ended up with a subconjunctival hemorrhage! I looked like an alien for about ten days, but it has almost cleared up now and my vision is improving every day.

**Summer Plans:** Other than a few routine follow-ups, I am officially taking the summer off from medical treatments—good Lord willing! I still need to get my chemo port removed and have some dental work done, but all of that can wait until the fall. I am fully planning to enjoy this summer and work on my fake tan! lol!

### June Newsletter Highlights

Here is a quick look at what's inside this month:

- Meet my newest website client!
- See who won Digital MVP of the Month for May
- Your June advertising and marketing calendar
- Some upcoming newsletter schedule/content changes
- An introduction to my new social media assistant!
- A little computer file housekeeping

Keep reading for ALL the details, and please let me know if you need anything at all!

Have a blessed and cool June!

## June 2026

### In this issue:

#### NEW FEATURE! Digital MVP of the Month!

See who's getting rewarded for being an outstanding digital MVP!

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#### NEW CLIENT WELCOME!

See who launched a NEW website in May!

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## Digital Marketing MVP of the Month

Our monthly Digital Marketing MVP award recognizes clients who go above and beyond to keep their online presence sharp, engaged, and dynamic.

This month, the recognition goes to... **Gibson Memorial UMC of Spring Hope, NC!**

**Why They Won:** Rev. Williams, Pete, and Kay are absolute rockstars at keeping me supplied with the latest video sermons, upcoming events, and fresh event photos.

**The Result:** Thanks to this seamless teamwork, their website has become a reliable, up-to-the-minute resource. In just a few short weeks, these consistent updates have noticeably boosted traffic across both their website and social media platforms!

**The Reward:** As our reigning MVP, **Gibson Memorial UMC** gets TOP priority for all website and social media updates over the next 30 days. Their requests go straight to the front of the line!

Thank you, Rev. Williams and the entire team, for setting the gold standard for digital collaboration!



**Gibson Memorial United Methodist Church**

## Want to Be My Next Digital MVP?

Ready to get your business in the spotlight and score 30 days of front-of-the-line VIP priority? Send me your latest photos, blog posts, or event updates today! Let's make you the next digital rockstar!

# New Client Website Launch!

This month, I am excited to welcome **Joyful Homes of Louisburg** to our website family!

There is a wonderful personal connection here: the NEW owner of Joyful Homes, Wanda Rudd, is a good friend and former coworker of mine. She took the reins last fall, and we've been working hard together ever since to build her brand-new digital space.

As a premier local manufactured and modular home retailer, Joyful Homes provides top-quality builds from HBS and Champion to home buyers in Louisburg, N.C., and the surrounding areas.

Click the logo below to check out the stunning new Joyful Homes website and connect with them on social media!



**MORE new clients coming soon!**

# FEATURE ARTICLE

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## Sizzling Summer Sales: 5 Ways to Boost Your Local Business This Season

Summer is officially here! For many small and local business owners, the sunny season can bring a predictable dip in foot traffic as regulars head out of town on vacation. But a change in season doesn't have to mean a slump in sales. With a little creativity and community focus, you can turn the warmer months into one of your most profitable quarters.

Here are five actionable ways to heat up your business over the summer:

### 1. Take It Outside

If you have a brick-and-mortar location, don't let your business stop at the front door. Capitalize on the nice weather by bringing your products or services into the fresh air.

- **Retailers:** Set up a sidewalk display or an outdoor clothing rack to catch the eyes of passersby.
- **Cafes & Restaurants:** Expand your outdoor seating, even if it's just two small tables on the pavement, or launch a quick grab-and-go window for iced drinks.
- **Service Providers:** If you run a fitness studio, a pet grooming service, or an art class, consider hosting a special outdoor pop-up session at a local park.

### 2. Double Down on Hyper-Local Events

Summer is the prime season for community gatherings, farmers' markets, block parties, and street festivals. Getting involved is one of the fastest ways to boost your local brand awareness.

- **Sponsor or Pack a Booth:** Secure a spot at local weekend markets or community fairs to get your products in front of hundreds of neighbors who might not know you exist.
- **Create a "Summer Trail":** Partner with three or four neighboring businesses to create a neighborhood passport or scavenger hunt. Customers who visit every shop on the list get a special discount or entry into a raffle, driving cross-traffic to everyone involved.

### 3. Launch a "Beat the Heat" Flash Promo

Unpredictable summer weather—whether it's a 100-degree heatwave or a sudden afternoon thunderstorm—is the perfect excuse for a flash sale. Use your social media channels or email list to launch spontaneous, time-sensitive offers that drive immediate traffic.

“It’s 95 degrees outside, but it’s cool in here! Mention this post for a free iced coffee with any pastry purchase today only.”

“Stuck in the rain? Swing by for 15% off all retail items until the sun comes back out!”

### 4. Target the "Staycationers"

Not everyone travels for the summer, and many people actively look for ways to romanticize their time at home. Position your business as the ultimate local getaway. You can bundle your products or services into summer-themed packages. For example, a local boutique and a bakery could team up to sell a "Curated Picnic Basket," or a spa could offer a "Post-Sun Hydration Package."

### 5. Revamp Your Digital Curb Appeal

When the sun is beating down, people do a lot of their browsing from the comfort of their air-conditioned couches. Make sure your business is easy to find online. Take an hour to update your Google Business Profile and Facebook pages with your correct summer hours (especially if you stay open later for summer nights). Post vibrant, sun-drenched photos of your current inventory or seasonal menu items across your social media channels to remind locals you are active and open.

**Most importantly, don't neglect your website. Regular website maintenance is crucial during the summer months; ensuring your online shop loads quickly, links aren't broken, and your seasonal promotions are front and center on the homepage can mean the difference between a bounce and a sale.**

Why not take a minute and send fresh updates now?



# June Digital Marketing Calendar

Your June digital marketing calendar is below, courtesy of LocalIQ! Make your marketing plans now for Father's Day, Flag Day and kick off to July 4th!

*Reminder: Due to the pressures of time, social media posts will only be made for MAJOR holidays - New Years, Easter, Memorial Day, July 4<sup>th</sup>, Labor Day, Veterans Day, Thanksgiving and Christmas. If you wish to observe any other special day, you may make your own post to your social media page. If you do NOT observe a particular holiday, please let me know so I won't post anything for you that day.*

June						
<span>#NationalDonutDay</span> <span>#FathersDay</span> <span>#DadJoke</span> <span>#SelfieDay</span> <span>#SchoolsOut</span> <span>#Summer</span> <span>#PrideMonth</span>						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	01 <ul style="list-style-type: none"> <li>Pen Pal Day</li> <li>Say Something Nice Day</li> <li>World Reef Awareness Day</li> <li>Red Rose Day</li> <li>Skincare Day</li> </ul>	02 <ul style="list-style-type: none"> <li>Leave The Office Early Day</li> <li>Jefferson Davis' Birthday</li> <li>American Indian Citizenship Day</li> <li>Bubba Day</li> <li>Rocky Road Day</li> </ul>	03 <ul style="list-style-type: none"> <li>Egg Day</li> <li>Repeat Day</li> <li>World Bicycle Day</li> </ul>	04 <ul style="list-style-type: none"> <li>Cheese Day</li> <li>Hug Your Cat Day</li> <li>Global Running Day</li> </ul>	05 <ul style="list-style-type: none"> <li>Gingerbread Day</li> <li>World Environment Day</li> </ul>	06 <ul style="list-style-type: none"> <li>Higher Education Day</li> <li>Drive-In-Movie Day</li> <li>Donut Day</li> </ul>
07 <ul style="list-style-type: none"> <li>Cancer Survivor's Day</li> <li>VCR Day</li> <li>World Food Safety Day</li> <li>Chocolate Ice-Cream Day</li> <li>Trails Day</li> </ul>	08 <ul style="list-style-type: none"> <li>Children's Day</li> <li>World Oceans Day</li> <li>Best Friends Day</li> </ul>	09 <ul style="list-style-type: none"> <li>Donald Duck Day</li> </ul>	10 <ul style="list-style-type: none"> <li>Call Your Doctor Day</li> <li>Loaf Tea Day</li> <li>Ballpoint Pen Day</li> <li>Egg Roll Day</li> </ul>	11 <ul style="list-style-type: none"> <li>Corn On The Cob Day</li> </ul>	12 <ul style="list-style-type: none"> <li>World Day Against Child Labor</li> <li>Loving Day</li> </ul>	13 <ul style="list-style-type: none"> <li>Sewing Machine Day</li> <li>World Softball Day</li> <li>Albion Awareness Day</li> <li>Weed Your Garden Day</li> </ul>
14 <ul style="list-style-type: none"> <li>Bourbon Day</li> <li>Global Wellness Day</li> <li>World Blood Donor Day</li> <li>Flag Day</li> </ul>	15 <ul style="list-style-type: none"> <li>Nature Photography Day</li> <li>World Elder Abuse Awareness Day</li> </ul>	16 <ul style="list-style-type: none"> <li>Fudge Day</li> <li>Day of the African Child</li> <li>Take Your Cat to Work Day</li> </ul>	17 <ul style="list-style-type: none"> <li>Maskot Day</li> <li>World Day to Combat Desertification and Drought</li> <li>Eat Your Vegetables Day</li> </ul>	18 <ul style="list-style-type: none"> <li>International Picnic Day</li> <li>International Panic Day</li> <li>International Sushi Day</li> </ul>	19 <ul style="list-style-type: none"> <li><b>Juneteenth</b></li> <li>Garfield the Cat Day</li> <li>Martini Day</li> </ul>	20 <ul style="list-style-type: none"> <li>International Surfing Day</li> <li>World Refugee Day</li> <li>Take A Road Trip Day</li> <li>Take Your Dog to Work Day</li> <li>World Juggling Day</li> </ul>
21 <ul style="list-style-type: none"> <li><b>Father's Day</b></li> <li>Selfie Day</li> <li>First Day of Summer</li> <li>Daylight Appreciation Day</li> <li>International Yoga Day</li> </ul>	22 <ul style="list-style-type: none"> <li>Limoncello Day</li> <li>World Rainforest Day</li> <li>Onion Ring Day</li> </ul>	23 <ul style="list-style-type: none"> <li>Hydration Day</li> <li>Women in Engineering Day</li> <li>Typewriter Day</li> <li>Let It Go Day</li> <li>Pink Day</li> </ul>	24 <ul style="list-style-type: none"> <li>Swim A Lap Day</li> </ul>	25 <ul style="list-style-type: none"> <li>Global Beatles Day</li> <li>Korean War Veterans Day</li> </ul>	26 <ul style="list-style-type: none"> <li>Work From Home Day</li> <li>Handshake Day</li> <li>Chocolate Pudding Day</li> </ul>	27 <ul style="list-style-type: none"> <li>Micro-, Small and Medium-Sized Enterprises Day</li> <li>Bingo Day</li> <li>HIV Testing Day</li> <li>PTSD Awareness Day</li> <li>Helen Keller Day</li> </ul>
28 <ul style="list-style-type: none"> <li>Insurance Awareness Day</li> </ul>	29 <ul style="list-style-type: none"> <li>Hug Holiday</li> <li>Camera Day</li> <li>International Mud Day</li> </ul>	30 <ul style="list-style-type: none"> <li>World Social Media Day</li> <li>International Asteroid Day</li> <li>Please Take My Children To Work Day</li> <li>Meteor Watch Day</li> </ul>	01	02	03	04

LocalIQ

## June

### THIS MONTH'S MARKETING MUST

Did you know there's a way to keep your business in front of people until they decide to convert into customers? With retargeting, once someone leaves your website, they're targeted with ads for your business on sites across the web.

### QUICK TIPS

- Retarget web visitors on social media with Facebook retargeting.
- Use retargeting ads to entice users back to your site with a special offer.
- Test out different ad creative and optimize based on what's working to drive the most visitors back to your site.



## June

### MARKETING AND PROMOTION IDEAS

- We're halfway through the year—are you on track to hit your business and [marketing goals](#)? Review the goals you set and adjust as needed.
- Run a summer sale or promotion to get more people to try out your business.
- Consider testing out a new marketing strategy in the last half of the year—research some options or talk to your marketing partner for ideas.
- Celebrate National Best Friend's Day on June 8 by running a buy-one-get-one or referral special so best friends can take advantage of your products or services.

### EMAIL SUBJECT LINES

- Sunshine & Feeling Fine: Our Summer Health Tips
- Let us Melt Away Your Worries at [Business Name]
- Beachy-keen products you'll love 🌊
- R.Yes.V.P. 🌈 Celebrate LGBTQ+ Pride Month with Us
- 4 ways to stay cool this summer ❄️

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**70%** People who see retargeted ads are 70% more likely to convert on your web

Source: [Inmiso](#)

### Social Calendar Ideas

JUN 5

#### World Environment Day

Make a fun event out of this social media holiday! Invite customers to help pick up trash in a nearby park or neighborhood. Be sure to post plenty of pictures later to show how your business gave back.

[#WorldEnvironmentDay](#)

JUN 21

#### Father's Day

Now, it's time to highlight all the dads out there! Share a picture of you and your dad or you and your kids if you're a dad and ask your audience to share how they're celebrating. Or keep it casual and share your favorite dad joke.

[#FathersDay](#) [#DadJoke](#)

JUN 24

#### Take Your Dog to Work Day

Post a "day in the life" about your dog. Have some fun by making it seem like your dog took over your business's social media account.

[#TakeYourDogToWorkDay](#)



# NEW FEATURE!

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## Top 10 Business Owner Concerns

Every month we're going to address the questions you'll hear most often from small business owners, and provide concise, high-impact answers, suggestions and pro tips!



### *Navigating the Summer Slump: How Small Businesses Can Beat the Seasonal Slowdown*

For many small business owners, summer brings visions of sunny beach days and backyard barbecues. But for their bank accounts, it often brings something far less relaxing: the summer slump.

Unless you run a seasonal business like an ice cream shop, a surf school, or a landscaping company, summer usually means a noticeable dip in foot traffic, website clicks, and sales. Clients go on vacation, budgets freeze until Q3, and consumer attention shifts away from shopping and toward experiences.

If you are feeling the heat of a summer slowdown, you aren't alone. Fortunately, this predictable dip doesn't have to break your year. With a few strategic pivots, you can keep revenue flowing and use the downtime to your advantage.

- **Incentivize Locals:** Capture the "staycation" crowd with weather-themed promotions (e.g., discounts on 90°F days) or exclusive, after-hours community events.
- **Pre-Book for Fall:** Shift your B2B/service pitches away from immediate summer sales. Instead, lock in contracts now for September and October so you can hit the ground running post-Labor Day.
- **Run a Mid-Summer Flash Sale:** Leverage the "Christmas in July" concept to clear out old inventory, attract bargain hunters, and inject a quick burst of cash flow.
- **Audit and Automate:** Treat the downtime as a gift. Use it to update website SEO, clean up your customer database, fix operations, and tackle the back-burner projects you're usually too busy for.

### **The Silver Lining**

The summer slump is entirely normal, but it doesn't have to be a dead end. By shifting your focus from frantic chasing to strategic positioning, you can protect your cash flow and build a stronger foundation for an incredibly busy Q4.

# Meet My New Social Media Assistant!

With my workload increasing, I found it necessary to hire a part time social media assistant to help me with social media posts. Please join me in welcoming Maelee Grace “MG” Strickland to the LT Web Designs family!

MG is a student at Nash Community College studying website design and welding. She will be helping me over the summer and learning all she can about social media management and website design.

I have assigned MG several social media accounts to handle, but I will still be overlooking all posts to make sure they are relevant and appropriate for your business. Please let me know if have any social media requests you’d like me to make MG aware of.

I am excited to have MG aboard and looking forward to her assistance with my social media maintenance and website design services.



“MG” Strickland

# Computer File Housekeeping

## Important Notice: Upcoming File Archiving

I am currently cleaning up my digital storage to make room for exciting new projects! Starting soon, I will be deleting files older than two years (such as old flyers and non-essential photos).

Don't worry—your vital brand assets (logos, core business info, and team photos) will be safely saved and archived on my external hard drive.

**Action Required:** If you think you might need access to any of your older project files, please reply to this email so I can arrange to send them to you via the cloud or a flash drive before they are removed.

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## Newsletter Schedule and Content Changes

Beginning July 2026, our newsletter is going quarterly! You'll receive a fresh edition every July, October, January, and April.

With this new format, I'm also removing some content. The Digital MVP Marketing award and Top Ten Business owner concerns will wrap up in October 2026 to make room for some exciting new features.

Want to be featured? If you have business news or content ideas you'd like to see in a future edition, email me at [lisa@ltwebdesigns.com](mailto:lisa@ltwebdesigns.com) (Subject: Newsletter) at least 30 days prior to publication.

That's all for this month! Let me know if you need anything special from me this month! Have a wonderfully blessed June!

~Lisa



*"Delight yourself in the LORD;  
and He will give you  
the desires of your heart."*

*Psalm 37:4*