

PRAUS CONSULTING

Newsletter

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Success is built through consistent action.

INSIDE THIS EDITION

Don't Let July Be a Slow Month

While many businesses hit pause during the heat of summer, smart brands use July to prep, pivot, and power up. This is the perfect month to test ideas, refine your message, and stand out while others go quiet. In this edition, we're breaking down the trends fueling mid-summer growth, highlighting a standout brand, and giving you real strategies to boost visibility and drive warm traffic before the fall rush begins.



Insider Company Spotlight: Duolingo

This month, we're spotlighting **Duolingo**, the language-learning platform that transformed habit-building into marketing gold. Instead of traditional ads, Duolingo leaned into humor, meme culture, and its beloved mascot Duo—turning each quirky TikTok, Twitter stunt, or viral campaign into organic growth fuel. Their unconventional, community-first strategy helped them surpass 100 million monthly active users and exceed \$1 billion in 2025 revenue, largely through AI-powered feature adoption. For small service-based businesses, the takeaway is simple: authentic personality, aligned with consistent messaging and audience engagement, builds connection and keeps people coming back.

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THIS MONTH'S TRENDS



MID-SUMMER MARKETING THAT MOVES

- **Anti-Summer Slump Campaigns**

More small businesses are creating "quiet season" offers that speak to clients who aren't vacationing. Mini-intensives, seasonal specials, and mid-year resets are converting well especially for coaching, wellness, and consulting services.

- **User Experience (UX) Overhaul**

July is an ideal time to assess your website and digital presence. Even small UX updates like clearer CTAs, better mobile formatting, or simplified service descriptions can boost conversion and lower bounce rates.

- **Reels with Real Strategy**

Reels and short-form video are still dominating, but what's working now is less polished, more personal. Quick advice, mini tutorials, behind-the-scenes wins, and process-based storytelling are driving stronger engagement and reach in July.

Need help planning your next move? Download our free Small Business Growth Blueprint—a quick-start guide to help you cut through the noise and grow with clarity. ➤ [Grab it here](#)



Market & Economy Update: What To Should Know

Mid-summer often brings slower sales for some industries, but it's a prime time for small businesses to prep for late-summer and fall demand. Spotting seasonal shifts now helps you stay ahead and seize opportunities.

Here's what you need to know:

- **Seasonal Spending Shifts:** Travel, outdoor activities, and events dominate consumer budgets in July, meaning non-seasonal purchases may take a temporary dip.
- **Steady Interest Rates:** with borrowing costs stable, small business financing remains predictable making now a good time to invest in growth before Q3.
- **Content Competition Heats Up:** Summer promotions pack social feeds with noise, so standing out takes fresh creative, targeted messaging, and consistent visibility.

What You Can Do:

- **Tie Offers to Summer Needs** – Bundle services or promotions that align with seasonal priorities.
- **Invest Before Q3 Rush** – Use financing stability to upgrade marketing systems or tools.
- **Differentiate Your Content** – Lean into unique storytelling and niche targeting .

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Key Stats & Benchmarks

With the year halfway through, your numbers tell the real story—and they'll guide whether you sprint into fall or stall out in the heat. Tracking the right metrics now keeps your momentum strong and your next move strategic.

Key Metrics to Track:

- **Engagement Rate:** 3–4% for Reels, carousels, and stories that reflect your real voice.
- **Landing Page Views:** Monitor your lead magnet and service page traffic using this month as a test-before-the-launch season.
- **Click-Through Rates:** Aim for Email CTRs of 2–3.5% with soft CTAs. Make sure to value first subject lines as this is ideal for summer.

Seasonal Focus:

- **Independence Day (July 4):** A great time to lean into values-based storytelling, entrepreneurship freedom themes, and limited-time summer bundles.
- **Mid-Year Reset Campaigns:** Many customers are looking to “start fresh” this month—meet them with planning tools, reflections, or action-based offers.

Keep the Momentum Moving

July is the calm before the fall surge so use it to clean house, show up smart, and create momentum that carries into Q3. Whether you need a lead generation boost or clarity on your next offer, we've got you.

► Download our free [Small Business Growth Blueprint](#) to refocus your strategy or [book a call](#) to build your next move together.