

FEBRUARY

Themes:

- We LOVE our customers!
- Mardi Gras
- “Go for the Gold”

Looking ahead to March:

- Stock up on supplies, towels, disinfectant, eyewear, etc.
- Overload inventory.
- Have additional parts on-hand.

Random Things:

- Start preparing your March specials. Busy season is upon us and the focus should be sell, sell, sell. There isn't a lot of time during busy season to prepare your daily, weekly and monthly promos. You want to capitalize on every money-making opportunity that you can. Be prepared.
- Be creative. Run monthly specials that grab the attention of your customers. Use incentives to get your customers to upgrade to larger packages, upgrade equipment and products.

Monthly:

- Winter Olympics. They begin in February. For any purchase over \$25, the customer is entered in a drawing. Each day you draw three winners. Announce on social media which medal they win: Gold, Silver, or Bronze.
- National Weddings Month. Offer a sunless bridal party special. Charge full price for the bridal party and the bride gets her spray tan for free. This offer can be valid for 6 months for the brides that are not getting married in February.
- Canned Food Month. Cans for Tans is a great program to collect canned goods for a charity close to your heart. This also shows that you are involved in your community.
- Mardi Gras social media giveaway. Engage your customers, gain new follower and generate leads. The prize could be a Mardi Gras-themed gift basket. Exp. “Enter to win our Mardi Gras drawing! All you have to do is: 1. Like our page. 2. Like this post. 3. Tag a friend who loves Mardi Gras as much as you.

Daily:

- February 2 – Groundhog Day – Use social media on Feb 1st and have your customers make their predictions for Punxsutawney Phil.
- February 13 - The Big Game - Have your customers make their predictions for the final score of the game. The customer that comes the closest to the final score, wins a free month of tanning.
- February 20 – Love Your Pet Day - Share a photo of your pet with your favorite tanning product.