

# Monthly Marketing

APRIL  
2024



## ► STRESS AWARENESS MONTH

This would be a good theme to run all month. Focus on specials where you bundle packages together and advertise come in to relax and de-stress. Use “you time” in marketing messages. You could even do the product spotlights with Swedish Beauty Blissful, Calming, Energizing or Sun Evolutions Keep Calm Collection.

## ► APRIL 10TH – NATIONAL SIBLINGS DAY

Offer up deals, packages, products for siblings. They need to bring in their sibling and each of them buy something to receive the special. Do BOGO's on older product that you want to move out. Don't forget to take some pics and ask customers for permission to post on your social media.

## ► APRILS 22ND – EARTH DAY

<http://www.earthday.org/> \_ here is the official website to read and get involved. Have a laptop up in your salon and offer free goodies to anyone that donates money to one of the causes right then. This would be a fab time to spotlight the Swedish Beauty Sustain line. If a salon wanted to do this, I am sure we can contact New Sunshine for more info/images about this line to help promote this day. Focus on other products that are hypoallergenic, fragrance free, paraben free, cruelty free, etc.

## ► APRIL 23RD-TAKE A CHANCE DAY

Get some big fuzzy dice, or just regular dice and let people “take a chance” on rolling for a great deal. You could let them get that % off a purchase in the store that date, so if they roll a 2 and 5 that would be 25% off etc. If they roll doubles, let them have a BOGO. If you don't like dice, you could have them draw from a fun, springtime basket for a prize.

## THEMES!

- Spring
- April Showers
- Renew, Blooms, Life, Green

