

April

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Easter:

- Guess the Jelly Beans – put a certain number of jelly beans in the jar on the counter, whoever guesses correctly wins a free spray tan.
- Easter Basket – put prizes for free tans/spray tans, certain % off, BOGO, free lotion/retail sunless/tan extenders on pieces of papers inside Easter eggs and let people draw 1 every time they visit or purchase.
- Great way to introduce new services and products to people that haven't used them before. See image below for one idea that a salon did.
- Cut out bunnies or Easter eggs on construction paper, have numbers on 1 side and prizes on the other. Let clients pick a number each visit or purchase.
- Buy huge Easter eggs and let clients buy 1 from \$3-\$5 and have packets or make up in them.

Daily:

- **National Scrabble Day – April 13th - #NationalScrabbleDay**

Post some unique scrabble words on your website and challenge customers to guess the definitions without a dictionary. Or have your customers share their favorite Scrabble words.

- **Tax Day – April 15th**

You could run a special where the customers don't pay the tan tax or any tax on this day. Run a special where the customer gets an in-store credit for the tax amount on any purchases made this day. To be used after April 15th.

You can also run specials to promote spending the refunds. Make fun signs for each room. You can also promote stress fun promos and themes.

- **Earth Day – April 22nd**

<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.

- **Administrative Professionals Day – April 26th**

Run promos all day for these awesome people, whom we couldn't survive without. If you are close to other businesses then make sure you get a promo flyer to the bosses as ideas for gifts. Advertise and work off the theme of relaxation and be sure to bundle multi services or have promos on everything you offer.

- **National Hair Stylist Day – April 30th**

Organize a team building event in honor of this special day. If you are the owner, you might go above and beyond by buying your stylists something special, a certain tool they wanted or some of their favorite hair products.

Use the #DearHairStylist and have your clients share their stories on your social media pages.

You can run all kinds of bundle packages with other services such as tanning, red light, wellness, spa services, or sunless. Run promos on specific products and tools for the end consumer.

Planning Ahead:

- For May, now is the time to start planning for Mother's Day, Memorial Day and summer planning. May is also a big month for proms, weddings, banquets and graduations so be sure you plan your promos with bundling services. Think add-on sale items such as makeup, foundations, sunless mist, bronzing powders for touch-ups