

August

august

Themes:

- Back to School or College
- Football kicks off
- Relaxation

Back to School Ideas:

- Donate school supplies for a free tan session. Incorporate the backpack idea, attached.
- Earn back to school bonus points for free upgrades; take your color to the next level by purchasing your favorite tanning lotion. Points are based on price- for example a \$50.00 lotion gets you 5 points; earn 15-20 points receive free upgrade. Make it exciting by throwing in little perks like wear your school colors on a slow day and receive 2 extra bonus points.
- For colleges-they normal have a welcome day where local business can set up a table. This is a good opportunity for the business to build their data base and hand out little goodie bags. If you are able to go to opening day, set up a table and hand out business cards with or without a packet of lotion. You can add free tans or discounts on packages. Some colleges have welcome packages in each of the freshman rooms with discounts to local businesses. Be sure to inquire about this.
- Offer Early Bird Promos for moms dropping kids off to school... 7-9am for free upgrades, percent off purchases, etc.
- Is there Greek life at your local college? Reach out and see how you partner with sororities and fraternities. Greek life hosts several events through the year, and even develop a few new regular clients.

Student/Teacher Special:

- With a student ID
- 2 weeks tanning, 1 spray, 1 upgrade, and 10% off product for \$24.99 to \$32.99
- Waive the enrollment fee for August and September
- If you offer several services, create a combo monthly EFT (ex, tanning and 1 free manicure a month, but allow add ons and upgrades)
- Have \$5 dollar or \$3 dollar tan days for everyone (students usually take advantage of these)

Refer a Friend Program -Reward customers for referring a friend.

- Allow current customer to earn \$10 salon bucks for every new customer they refer.
- Make sure your staff is talking about this program.
- Make cards to hand out, these are great to hand out to students, bartenders, waitresses, or anyone that tans and come into contact with a lot of people.

Sunless Bundles:

- Pair together sunless products with body washes/tan extenders and moisturizers for everyone and students that cannot tan. Sunless products are great for both tanners and not tanners. Educate your employees on how to sell these.

Airbrush Special:

- 3 sprays for \$60- Or a good deal for your salon
- Sunless Sunday- half price spray tans (if you're closed on Sundays, pick another day but not Wednesday, Thursday or Fridays. This is when avid spray tanners get sprayed for the weekend.
- Happy Hour Tuesday- Cocktailing is when someone tans and then gets a spray tan.
 - Have a special price for those that tan and spray tan the same day.
 - Run a special on tanning lotions that can be used in a tanning bed before a spray tan. Generally, an intensifier that is not silicone based.

Football Friday:

- Free tan for wearing your local teams' shirt/colors/ or logo.
- Use social media to get some interaction on your page.
 - Who's going to the game? Post a picture of your great tan and school spirit!