

August

Themes:

Dog Days of Summer
Back To School and College
Relaxation
Labor Day Promotions

Random Things:

- ❑ It 5 O' Clock Somewhere Promo: Come in and drop your name in the bucket all week for a drawing every Friday at 5pm, need not be present to win but, if you are present at 5pm on Friday everyone that is here get 5 extra tickets to drop in before the drawing.
- ❑ Pick the slowest day of the week during JASON and run ½ price upgrades with a free gift (free lotion packet). Of course make sure to take the packet price off the product if purchased that day.
- ❑ Every year your salon should be updating customer profiles in the salon's computer system because people's information and email addresses constantly change. Delegate 1 month a year to focus 110% on updating that information and during that month offer a free gift (free lotion packet) to every customer who modifies their client profile.
- ❑ Talk about cocktailing. Salons can offer half off on a single session and half off the spray. They can have martini glasses filled with packets that are ok to use in the tanning bed before spraying. They can also put exfoliator packets and other add-ons for sprays.
- ❑ 7 Days of Sun – Includes Man Up Monday = half off to the guys, Two Tan Tuesday – buy one session get one free (bring a friend kind of deal), Woman Crush Wednesday – half off for the ladies, Thirsty Thursday – provide a free beverage (fruit tea, or lemonade) with a tanning session, Free Tan Friday – free tan session with purchase of a lotions or two or more accessory items, Sample Saturday – free sample cup of lotion with their tanning session, Spray Away Sunday – discount spray tans, if they don't offer it then a discount on a carry home sunless product.

Monthly:

❑ **Back-to-School**

Create goodie bags for all of the college students when they come back to school. You can include a pair of eyewear, a packet of an accelerator lotion, a packet of a bronzing lotion and a moisturizer. Offer a special 3 month or 6 month unlimited package for the students to keep them coming in while they are in school.

Daily:

❑ **August 1st – National Girlfriend's Day or celebrate August 7th which is Friendship Day:**

Have clients post pics with their bestie. Offer 2 for 1 specials all day. Post staff pics with their bestie.

❑ **August 10th – Lazy Day**

Spotlight all things relaxing about your salon. Offer specials for all services including bundles. Showcase facial care products to take home for a delightful at home facial.

❑ **August 27th – Just Because Day**

Run crazy promos every hour for only an hour. Whoever comes in and mentions the posts gets that special deal. Write kind words or random prizes on mirrors in each room. Don't forget your staff, and do some fun things for them "just because".