

# Monthly Marketing

DECEMBER  
2023



## ► DECEMBER 13TH

Ice Cream Day - partner with a local ice cream shop to print coupons at each business with a purchase. Host an ice cream party during a couple of hours in the salon for customers. Ask your clients their favorite ice cream flavors on social media for a chance to win a prize.

## ► 12 DAYS OF CHRISTMAS SPECIALS

Prepare a calendar so everyone in the business knows what is going on for those days. Order enough lotion, accessories and personal care items for the promo. Be sure to include specials on other services besides UV tanning. It might be a good idea to spotlight those upsell items that are typically harder for you to move during other months.

## ► SUPER SATURDAY, DECEMBER 23RD

This is the last Saturday before Christmas and is packed full of last minute shoppers. Be sure you target this market with easy items such as gift sets already pre-wrapped or bundled and blast it everywhere, social media, email, and text. Ask your rep for a list of gift ideas or check out some ideas here.

## ► LAST MINUTE FLASH SALES

Attract shoppers by offering flash sales throughout the whole month of December. Be sure to email, text, and blast on social media.

## ► DECEMBER 28TH

Card Playing Day - You could have a game card with clients, for every item or service purchased they get a card. If their cards beat your house cards, they win. You could do if they purchase, they play one hand of blackjack against the house and if they beat you, they win a prize.

## ► CHRISTMAS BASKET

Create a basket worth \$200 MSRP for giveaway on Christmas weekend. Advertise that for every purchase over \$XX.XX amount their name will be entered. Every purchase counts so multiple entries can happen. Market around "Do your Christmas Shopping with us and win" Or something fun and creative like that.



## THEMES!

- Giving
- Christmas Decor
- Snow
- Our Gift To You