

# December

*December*

## Themes:

- Giving
- Christmas
- New Year
- Seasonal Scents
- Snow
- Christmas décor

## Product Spotlights:

- Hempz Christmas Items
- Morgan Taylor I Wanna Dance Collection
- CND Painted Love Collection
- Our Christmas Clothing
- Holiday Da Bomb

## General:

- **Gift cards! Gift cards! Gift cards!** - or certificates if you prefer but whichever you choose, ride the gift train all the way to January. It is money now! Put an expiration date on them. Pair these with slow movers or great gift bundles to create that one of kind must have gift for people that have it all.
- **Greeting Cards** - email or better yet, hand write your best clients a greeting card to let them know you appreciate them & wish them happy holidays. Throw in a "gift" if you wish.
- **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.
- **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.
- **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.
- **Create Bundle Deals** - Create 5 different packages for easy shopping available only during Christmas. Price them at various levels from \$50-\$250 & include personal care items, both UV and non UV services, clothing, jewelry, accessories, gift cards, massages, just whatever works in the price points. Even if you don't offer certain items year round, doesn't mean you can't make \$\$\$ during this holiday season.

## Daily:

- **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.
- **December 20th - Go Caroling Day** - You can really have some fun with this one! Say whoever wears your tanning shirt & comes in to sing a carol to your staff wins a free upgrade, services, packets or you could do entries for a big prize pack. Make sure to get them on video if they grant permission for your social media outlets.
- **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.
- **December 31st - Make Up Your Mind Day** - You can offer several packages/bundles to kick off the new year right. Market it like "Can't make up your mind? That's ok, we made it easy for you." To prep prior to the day ask your clients what their ideal package/bundles would be on social media. That might help you determine how to put things together that are most popular for a great price.