

February

Themes:

- Love
- We Love Our Customers
- Weddings

Fun Facts:

- 1.2 million dollars are spent at salons & spas for Valentine's Day.
- The average male spends \$150 while females only spend \$75. Make sure you are learning how men shop. Susan Carlton with NSS has a presentation on this very topic. Here are some blogs as well <https://www.pinkprobeauty.com/blog/he-buys-she-shops/>

To Do List:

- Put together your Valentine's Day email campaign now.
- Put together your Valentine's Day promos, gift certificates and bundle products.
- What are your goals for 2023 with social media?
- Look ahead to Spring. How are you going to bring in new clients? How will you increase spending on clients coming in the doors?
- Review your area by looking for businesses to cross promote with for the season.

Daily:

- **Ground Hog Day – February 2nd** – Try to do specials or promos that were successful a few months ago & offer them again on this day, like the movie. You could also offer 2 specials depending on what the Ground Hog does and post them on social media. That will keep customers checking the page to see what it ended up being.
- **Send A Card to A Friend Day – February 7th** – You can change this up and send out cards to special clients or to clients that haven't been in for a long time with a special offer.
- **National Pizza Day – February 9th** – Partner with your local pizzeria and offer a special offer for people that bring in a receipt from that pizza place on this day. They can offer a promo for people that make a purchase at your salon that day in the pizza place.
- **Random Acts of Kindness Day – February 17th** – Print off nice little compliments and lay in the units as you clean them for the day. Let each staff member, give away a few upgrades during their shift. Ring up some orders & offer to take off a certain % & make sure you say it is random acts of kindness day, pay it forward. Post on social media & ask your clients to share what acts of kindness they have done or had done for them.
- **Love Your Pet Day – February 20th** – We always get the most interaction on our pages with love, kids, & pets. Ask your clients to post their pets & stories about each. You could run a contest for the cutest pet that gets the most likes.
- **Tell A Fairy Tale Day – February 26th** – I have seen this done on Facebook with some closed groups but you can give it a whirl on your page. Post a graphic that says let's make a story. Each post writes one sentence to go with the previous one that tells a fairy tale. The last person to comment before you say THE END, wins the prize. It can go on as long as you want before ending it.