

Monthly Marketing

FEBRUARY
2024



► FEBRUARY 2ND

Ground Hog Day - Try to do specials or promos that were successful a few months ago and 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.

► FEBRUARY 9TH

National Pizza Day - 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.

► FEBRUARY 17TH

Random Act of Kindness Day - 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 and offer to take off a certain % and make sure you say it is random acts of kindness day, pay it forward. Post on social media and ask your clients to share what acts of kindness they have done or had done for them.

► FEBRUARY 20TH

Love Your Pet Day - We always get the most interaction on our pages with love, kids, and pets. Ask your clients to post their pets and stories about each. You could run a contest for the cutest pet that gets the most likes.

► FEBRUARY 26TH

Tell a Fairy Tale Day - 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.



TO-DO LIST

- Put together your Valentine's Day email campaign now.
- Put together your Valentine's Day promos, gift certificates and bundle products.
- Review your social media outlets. Do you need to get rid of one or two and concentrate on just 1 or 2? What are your goals for this year with social media?

THEMES!

- Love
- We Love Our Customers
- Weddings