

# Monthly Marketing

JANUARY  
2024



## ► JANUARY 8TH

Bubble Bath Day – Spotlight bath and shower products like our Measurable Different Bath Bombs, Hemp Nation shower gels, Hempz shower gels. You could offer a relaxation prize pack for all those that buy tanning packages on this day.

## ► JANUARY 13TH

Make Your Dream Come True Day – You could do this theme and offer up a make your own deal or pick your own deal. Put together several options for clients with various services, tanning, products etc for a wonderful price and then let them pick what they like best. You could also do giveaways on your social media with this same theme. Ask questions like what's your dream vacation?, what's your dream date? Etc.

## ► JANUARY 14TH

Dress Up Your Pet Day – have people post pics on social media with their pets in regular clothes or seasonal outfits. The one with the most likes wins a prize. We get so much interaction when we post pets or babies.

## ► JANUARY 26TH

Spouse's Day – Advertise specials with his & her themes. Some great product pairings would be G Gentlemen and Clinical Care items. Offer his and her packages on all types of services available. We have some bag deals available now that would work great for this.

## ► JANUARY 28TH

Fun at Work Day – you have to show some love to your staff everyone once in a while. Play some fun sales games and have gift cards and prizes up for grabs on all shifts. Bring in some special food or treats. Let them giveaway some items to their favorite customers just because.



## LOOKING AHEAD

- Valentine's Day
- Spring Break
- Spring

## THEMES!

- Renew, Relax & Unwind
- New Year, New You
- Fitness, Looking Good, Skin Care