



July

July

Themes:

- Red, white and blue
- Continue with summer fun, sand, beaches, pools, lakes
- Celebration in general of freedom and fun
- Remember the troops, during Independence Day

Daily:

July 4th:

- Run Facebook or Instagram photo contest. Have fans submit their favorite July 4th memories and have everyone vote on their favs. You can also change this to be a contest for the most patriotic and have them include their fav products from your salon in the photo.
- Showcase products with red, white and blue.
- Lots of places have celebrations going on, be sure you are getting in on this action but sponsorships, flyers, freebies.

Christmas in July:

- Put up a mini Christmas tree in the lobby with summer items on it.
- Post trivia on your social media pages about Christmas in July parallel with your great specials.
- Focus on shopping early and stocking up on personal care items like body washes, shower gels, sunless retail.
- Offer endless season tanning packages that run through December. Our local salon, has one price for VIP members that don't freeze their account and another flat price for non-VIP members.
- Have members bring in a postcard from their vacation during the sale and they can win a prize pack or get 1 month free in any service or upgrade bed. This lets them try services or upgrades that maybe they weren't used to buying for themselves.

July 14th – Pandemonium Day:

- Promote crazy, off the wall specials. Pair bottles with packets, endless season tanning sessions, waive the VIP membership fees, give away free stuff.
- For fun, let your employees wear some mismatched clothing for the day.
- Get creative on social media with fun, chaotic pictures in the salon.

July 20th National Lollipop Day:

- Place lollipops on each unit for your guest.
- For fun on social media post lollipop trivia and/or get your clients to tell about their favorite lollipops.

Random:

- Remind customers with in-room signage that UV tanning products are made for indoor/outdoor use. Summer is a great time of the year to build/update your email and text database. Provide incentives to your customers for providing new or updated info
- In the down time, have your staff call clients that haven't been in a while and offer them a summer only promo to get them back in the door.
- Have customers tag a picture on Instagram of themselves and their favorite summer products out in action by the pool or beach for a chance to win free upgrades, products, etc Build Summer Survival Kits – we mentioned this before but it is really a great way to introduce non UV clients and regular clients alike to your wide array of product offerings.
- Bring in a summer “guest” product to liven things up. Make sure you train staff or have your Account Manager do it on a product. We can also put together quick sales points for you. Host a free tan weekend during the summer months. You can even do Dollar Day. Some of our salons have said this is one of the biggest money makers they do all year long. Ask your Four Seasons Account Manager for help.
- Summer Rewards- Offer points on purchases of lotions, accessories, packages, moisturizers, etc. Even offer points just for coming in on certain slow days. In August and September, they can cash their points in. This way, you don't have to discount anything.