

July

Themes:

Celebrate Red, White and Blue and YOU

Vacation

Summer

Random Things:

- ❑ **Endless Summer/Endless Season** – offer unlimited tanning for the rest of the year at a flat rate. Offer VIP's one rate for tanning in any unit all year and offer your non VIP members a different rate. This way you get the money up front and can work to sell other things as they come in. Ask your Account Manager for help with pricing.
- ❑ **Summer Retail** – focus on summer items people will buy at Wal-Mart like beach towels, totes, hats, lip care, flip flops, cover up and dresses. Offer specials like “buy one of these get a free upgrade” or “buy one of these and get a free session” or “buy a lotion and get \$5 off any of those other items.
- ❑ **Sunless Ultimate Summer Special** – Offer 2 spray tans, beach tote with a towel and moisturizer for \$XX.
- ❑ **Monthly Sunless Package** – offer up to X sprays per month for \$XX amount. Add this package on your EFT program if you have one.
- ❑ **Summer Rewards** – Offer points on purchases of lotions, accessories, packages, moisturizers or for coming in on certain slow days. In August or September let them cash in their points.
- ❑ **Dollar Days** - Tan in any bed for \$1.00. Most salons have the highest revenue of the year on these days. Many tanners will go ahead and buy a package and a bottle of tanning lotion, moisturizer, eye wear too.
- ❑ **Grand Opening or Grand Re-opening** - Give away free tans, free samples, to drawing for free tanning packages, free bottles of lotion. Have the local radio station on had to do a live remote.

Monthly:

- ❑ **National Picnic Month:** Giveaway a picnic basket full of goodies either UV/Sunless tanning related or picnic related. To qualify, you must make a purchase during the month of July or just let everyone that visits the salon during July be automatically entered.
Be Social: Ask your clients their favorite place to have a picnic, their favorite picnic food or accessory or even if they go on picnics. Have clients tag photos during July of their picnics or eating ice cream at the park.

Daily:

- ❑ **Capture the Sunset Week – 3rd full week in July.** Run a photo contest for the best sunset pics and giveaway sunless or UV sessions, a goodie basket, or other products.
- ❑ **National Bikini Day – July 5th.** Run a best tan contest on this day. Have clients pose in their bikinis after tanning or a sunless session & let other clients or your social media audience vote. Be sure you tell what products they are using to achieve such great color at your salon. You could run specials on your contestants fav products for a day or two to encourage others to buy them. Be sure you mention the tan extenders, body washes etc.
- ❑ **Pandemonium Day – July 14th.** Run crazy specials in your salon all day, like create your own deal, or create your own bundles. You could do name your own price specials. Let your staff wear un-matching clothes & create their own special. Draw fun things on the mirrors in each room. *Be social:* Be sure to post all the craziness that is going on in your salon.
- ❑ **World Emoji Day – July 17th.** Draw cute emojis on each mirror in the rooms. Run a promo associated with one of the emojis & if your client has that in their room, they win. Have prizes associated with various emojis & when clients come in, have them show you the first emoji in their phone they last used. They win whatever prize is associated with that emoji. For your staff, have cute shirts made with emojis on them to wear that day. Be sure to put your salon name on them. *Be social:* Post a question about tanning or tanning products and have them only answer in emoji.