

June

Daily:

National Adopt a Cat Month – June

- Do a fundraiser event for your local shelter or humane society. You could even have them come out with some felines to adopt at your salon event.
- Contact Sun Evolutions for help with your furry fun day.
- Be sure you advertise on all your social media outlets.

Best Friend's Day – June 8th

- Offer 2 for 1 specials on ALL services.
- You can say bring a friend get half off any purchase and the friend gets a free gift.
- Have bundles made up just for 2! Put some products that they normally wouldn't buy in with minutes/sessions of various services for one great price.
- On social media be sure you post the besties pics when they come in or have all your clients post pics of their besties and tag your salon.

National Splurge Day – June 18th

- I would show case super high end UV lotions and offer a great deal. You could give a portion of the amount spent on a \$100 + lotion back in sessions or minutes on various services.
- Offer a great deal on some of your newest services, perhaps a wellness pod, red light therapy or spa like services.

Sunglasses Day – June 27th

- Run specials like buy 1 get 1 50% off on sunglasses and indoor eye protection.
- Make pics in the salon of people that purchase sunglasses and post on social media.
- Have clients put sunglasses on their pets and post on social media. Everyone that participates can be entered into a drawing for a prize.
- Post random facts about sunglasses or movie stars in various styles of sunglasses all day on social media.
- Let your staff dress up in big fun sunglasses for a group photo.

Camera Day – June 29th

- This day speaks for itself. Encourage clients to take selfies in your salon, with your staff or doing fun things. Post them on social media and tag clients.
- You could take pics of various client's tan legs or spray tans and have others vote on the "best tan". Winner gets a nice prize.

Father's Day:

- Idea from a tanning salon with beauty – They do men's night for Father's Day. Friday, Saturday or Sunday night. They sell tickets to the event for \$50 that spouses/kids can purchase as a gift. Includes, hair cut/shave, 1 tanning session, mini mani/pedi & a chair massage. She has goodie bags with samples of UV or men's hair products for each guest. They fire up the grill out front. You can also make up bundle bags targeted at men with a variety of products available to purchase.
- Make your product spotlight for the month be on some men's products. Offer your staff a spiff to encourage them to sell more of it.
- If you offer spa services, bundle men's products with other services for the perfect gift.
- Make sure you have gift cards & gift certificates on hand. Offer an extra perk purchase \$50 gift card, get an extra \$10 of in salon bucks.
- For social media, have clients tag your salon with pics of them with their fathers & grandfathers. You could have them sent to you and you post the whole week at random times.

Summer:

- Have salons do summer Fun & Sun Bags for graduation, senior trips & all the holidays such as July 4th & Labor Day. Mix two different SPF's, tan extender, body wash, lip balm, & sunburn relief. Salons can go to the dollar type stores & cute summer bags or ask Four Seasons for availability.
- Get sand pails & fill them with summer essentials as mentioned above.
- For social media or in the salon, have clients send their vacation pictures in too you. Whoever travels the longest distance gets a prize pack. Be sure to create a catchy hashtag & have clients tag your salon.