

# Monthly Marketing

MARCH  
2024



## ► ST. PATRICK'S DAY

- Fix up displays with rainbows and pot of gold themed items.
- Have a pot on the counter and let people that come in or buy draw a gold token for a prize.
- Hide a gold coin in one of the tanning rooms every day, advertise "feeling lucky?" ... find a golden coin in your room and win a month of tanning FREE or a prize pack.
- Give prizes away for those that wear green into the salon, bonus prizes if the green happens to be your salon t-shirts.
- Pot of gold filled with chocolate coins and gold tanning packettes.

## ► SPRING BREAK

- Focus now on SPF's: lip balms, moisturizers, after care items, beach towels, beach totes. Make sure you have plenty of these things on hand, because consumers will buy them somewhere. Why not make it your tanning salon? Also, for your sunless only customers, make sure you have the appropriate SPF that works well with their lovely spray tan. Ask your Account Manager for recommendations.
- Create custom bundles with a variety of spring break items for a great deal.
- Bundle upgrades with sunless in preparation for their vacation for a great price.
- Put a Sun Tag on various bottles of lotions that say "buy me and tan twice for free" or "Buy me and tan one month for free", this depends on the price of the lotion used. Don't forget to incorporate sunless retail items into the promotion as well.

## ► MARCH MADNESS

- I think everyone on the Planet knows what March Madness means, so incorporate this phrase into your March promos.
- Do brackets for those customers that are sports enthusiasts and the winner gets a huge tanning package, could be product or minutes.
- Rent or buy a mini basketball hoop and let customers shoot for prizes, of course you will want to post pics hoop on all social media.

## ► GENERAL SPRING IDEAS

- Feature products with floral scents, that have references to blooms, or with bright colors.
- In some places it is still cold, snowy and chilly, those salons could run a special like " If we hit 50 degrees today, everyone gets \$1.00 upgrades for the rest of the day or next day."
- Run a Spring Cleaning sale to move out last year products.
- Focus on the theme of renewal. Include our new facial skin care products, tan extenders, body washes. Even if the salon doesn't want to invest in all these full time, it is totally fine to do a feature.
- Use Spring Fling as a theme and focus on products with flirtatious names.



## LOOKING AHEAD

- Continue with Spring
- Proms
- Banquets
- Spring school functions

## THEMES!

- St. Patty's Day
- Green & Gold
- Rainbows & Pots of Gold
- Spring Break
- Luck of the Irish
- March Madness
- Easter