

# March march

## Themes:

- Spring Break
- March Madness
- St. Patrick's Day

## 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 these all these full times, it is totally fine to do a feature.
- Use Spring Fling as a theme and focus on products with flirtatious names.

## Spring Break:

- We have some display ideas from last year that you all actually put together. Use items from the dollar stores such as leis, sand pails, swimming toys in displays.
- Build beach bag bundles with SPF, after care product, lip balms and call it the Spring Break Survival Kit.
- On social media have clients, post a picture in the comments, of a post, of their Spring Break Destination. Give the person traveling the furthest a nice prize pack or do a random drawing from all participants.
- Feature products like beach towels, HEMPZ Starfruit & Yuzu, any SPF, sunglasses, tan extenders, after sun care items (soothing gel products, sprays, HEMPZ, AG, are just a few), bronzing powders, lip balms, double dip/cocktail lotions.

## March Madness:

- I think everyone on the Planet know what this means so incorporate this phrase in your March promos.
- Feature all men's product. 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 on all social media.
- Run promos for local schools in the tournament, such as wear jerseys on a certain day and get upgrades, % off, or free stuff. Get staff involved by letting them wear their favorite school colors. Don't forget social media.

## St. Patrick's Day:

- Themes you can wish, rainbows, luck of the Irish, green, pot of gold and leprechauns.
- Fill tiny black pots with gold wrapped chocolate for an added treat or shamrocks and let customers draw for a prize.
- Best tanned legs displayed with an Irish garter. Educate on how to get the legs tanned with leg products as your feature product.
- You could do a Taste the Rainbow with skittles in your display.