

Monthly Marketing

MAY
2024



► GRADUATIONS

- Make emergency kits consisting of quick touch up items for these special occasions. Some items to include could be a lip gloss, makeup accessories, tan extenders, and/or sunless products.
- Offer special deals on Sunless Sprays – maybe 3 for \$30 deals, charge more if you include a maintenance kit. Perfect for areas with the under 18 ban on UV.

► MOTHER'S DAY

- Have plenty of gift certificates available for purchase. Make sure to offer gift wrap or make them have extra pizzazz since they will be a gift. Ribbons, tissue paper, colorful backgrounds etc.
- Run a contest for your staff to see who can sell the most gift cards/certificates.
- Leave random flowers in some of the units during Mother's Day weekend. Whoever gets a flower, gets \$5 off their next lotion purchase.

► MAY 7-13TH – NATIONAL PET WEEK

- Here is the link for all kinds of info <http://www.petweek.org/>
- Have clients post pics of their pets during the week on your social media outlets.
- Run the cutest pet contest in the salon and have people vote when visiting.

► MEMORIAL DAY

- Break out all the red, white, and blue decorations you have.
- Have a fun window display with things to kick off the summer. Beach towels, totes, SPF, relief gels, lip balms, bronzing powders tan extenders, body balms etc.
- Run specials for past, current military, and their wives. Be sure to offer specials on all services you provide and draw more interest.



LOOKING AHEAD

- Start in May planning Father's Day promos.
- You are almost halfway through the year, start looking at your sales numbers. Are you where you want to be? What can you do differently moving forward?
- Summer is typically slower so start now really planning your summer campaigns.