

May

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 different the last half of the year?
- Summer is typically slower so start now really planning your summer campaigns.
- Devoted Creations 5 Star Program wraps up on July 4th so get those last-minute orders in.

Random:

- Use April Showers bring May flowers theme all month.
- Incorporate fresh flowers in various places of your salon for a Spring/Happy feel.
- Focus on floral smelling products or packaging as your product spotlights.

Daily:

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.
- Attach flowers to lotions not moving well and say purchase anything out of the "garden" get free upgrades or a sunless session.
- Have a basket during that week with smaller gift boxes and if a daughter brings their mom in, let the mom draw for a prize. The prize could be 10% off tanning packages, sunless sessions, \$10 gift certificate, ½ upgrade session, just whatever you feel like.
- Men purchase a significant portion of Mother's Day gifts. Make sure you put your merchandised Mother's Day gift options in front of them. This might mean partnering with businesses that have a significant number of male clients for cross marketing (like golf or men's clubs, recreation facilities, gyms, sporting goods stores, barber shops, etc.)

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 on all services you provide to get people interested in those services.

National Pet Week – May 7-13th

- 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 a cutest pet contest in the salon and have people vote when visiting.

Weddings – May is a big month for weddings:

- Capitalize on wedding parties by offering special packages of a variety of services for the entire group.
- Book Sunless Spray parties for the bridesmaid complete with champagne, chocolates. Maybe have a make-up artist from a local home-based business come out.
- You can do another emergency bridal retail kit with mascara, lip gloss, body butter/balm for hands (FS offers several), & bronzing powder. You can create some different ones & switch up the products.
- Add have on items available like lip balms, tan extenders, body butters, & bronzing powders ready.

Graduations:

- Make emergency kits with lip gloss, makeup item, tan extender, sunless product for those touch ups during these special occasions. Your FS Account Manager can help you customize the perfect one.
- 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.
- Offer Mother/Daughter specials on both UV and Sunless packages. For salons with other add-on services, bundle those in the package as well.
- Focus on relaxation and spa type themes to help alleviate the stress of all the hustle and bustle during these times.