

November

november

Themes:

- Pumpkin spice & everything nice
- It's Fall Y'all
- Thanksgiving
- Red, white & blue
- Seasonal Scents
- #ShopSmall

Product Spotlights:

- Hempz Christmas Items
- Morgan Taylor I Wanna Dance Collection
- CND Painted Love Collection
- Our Christmas Clothing
- Da Bomb & Primal Elements Bath Bombs

Looking Ahead to December:

- Everything Christmas
- Re-lamping for season
- Change acrylics out
- Staff hiring and employee handbooks
- 2023 product lineups – out with the old and in with the new

General:

- **Seasonal Scents:** Play around with seasonal scents, especially if you offer spa type services. It is scientifically proven scents can alter moods. These fragrances are associated with a time of joyfulness & family. Apple Cider, Brown Sugar, Candy Cane, Cinnamon, Cranberry, Peppermint, Pumpkin, Mint, Hot Chocolate & Evergreen are some examples.
- **VIP Client Preview Party:** Host a VIP party for your largest clients prior to Black Friday. Have refreshments, specials on certain products, gift cards & make sure to have enough in case they buy a lot!
- **Small Business Saturday:** The Saturday after Black Friday is gaining more and more traction each year. Offer different specials from Black Friday & blast all over social media. Be sure to use the appropriate hashtags. Use sidewalk chalk if you are in the area where you can & put things like “30 steps to amazing deals” or create sayings you want.
- **Now is the time to consider your sunless options for 2023.** We have airbrush machines for beginners, intermediate, & advanced sunless spray tanners. Ask your Account Manager what is right for you.

Daily:

- **Black Friday:** Advertise, advertise, advertise! Be sure you have your promos done & staff trained on what they are. Schedule extra workers that day. Offer snacks or refreshment so busy shoppers stop in to take a break. Make promos centered around “gifts for everyone” & use non UV services, sunless, personal care, clothing & accessory items. Run your specials all week & through the weekend for maximum exposure.
- **November 5th – American Football Day:** Every client that wears local football team apparel gets discount on item of your choice this day. Be social & post pics of the clients that will let you.
- **November 11th - Veterans Day:** Honor those who have served! Give extra discounts on all services offered & have thank you cards on hand to personally give each Veteran you encounter throughout the day thanking them for their service. Be social and post pics of your veteran clients.
- **November 12th – National Happy Hour Day:** Who doesn't love happy hour?! For your staff, treat them to drinks/ice cream from Sonic/Dairy Queen to celebrate. For your clients, host random ‘Happy Hours’ throughout the day with crazy deals to get more traffic in the door & make some extra sales (i.e. – BOGO spray tans, 50% off a product). Be social and put the hourly specials on your stories. You can even do lives to announce each hour and show the product.