

# Monthly Marketing

NOVEMBER  
2023



## ► 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 and family. Apple Cider, Brown Sugar, Candy Cane, Cinnamon, Cranberry, Peppermint, Pumpkin, Mint, Hot Chocolate and Evergreen are some examples.

## ► OPEN HOUSES

Host an open house the first or second weekend in November. Have the salon decorated for Christmas, put out some refreshments and offer great specials on all services in the salon. Offer free samples of some services if have enough staff and if it is cost effective for you. Partner with the local Chamber of Commerce to get on the list of businesses hosting Open Houses.

## ► 3RD WEEK IN NOVEMBER

Game and Puzzle Week – play fun games with clients in the salon for prizes. Wheel of Fortune, Balloon Pop, Guess How Many, are all good options. On social media you can do Spot The Differences in a photo for a winner.

## ► VIP CLIENT PREVIEW PARTY

Host a VIP party for your largest clients prior to Black Friday. Have refreshments, specials on certain products, gift cards and make sure to have enough in case they buy a lot!

## ► BLACK FRIDAY

Lots of salons close down this weekend, but I would encourage them to stay open. The percent of annual retail sales can be as high as 30% during the holidays. With more and more salons diversifying their offerings, this is an easy time to get a piece of that pie. You can host early specials to get them in the shopping mood and tease about what great deals you will have on Friday. Be sure you showcase items for all consumers not just the UV tanners. Ask your Account Manager for our extensive listing of products great for gifts.



## LOOKING AHEAD

- Re-lamping your units
- Staff hiring
- 2024 product lineups – out with the old and in with the new

## THEMES!

- It's Fall Y'all
- Pumpkin spice and everything nice
- Thanksgiving
- Red, White and Blue