

# Monthly Marketing

OCTOBER  
2023



## ► FALL

There's so much to do this season. One area of emphasis is exploring the new Fall flavors available in tan extenders from DC and Hempz. It's also a great opportunity to craft a cute Fall display, with handmade leaves from construction paper, pine cones, wreaths, and an assortment of apples and pumpkins. Moreover, it's essential to address skincare requirements during this season. This can be achieved through highlighting key products like tan extenders and lip balms, which are particularly beneficial in combating dry skin and chapped lips.

## ► BREAST CANCER AWARENESS MONTH

- Create your pink displays. Showcase a new product line for the month with a portion of the proceeds going to your local Relay for Life or Cancer Society.
- Partner with a screening van/bus and have them come to your salon parking lot during October for free or discounted screenings.
- Host a pink pajama party. Have clients and staff dress up one day in their pink PJ's (stress to keep it clean) in honor of Breast Cancer Awareness.

## ► NATIONAL PIZZA MONTH

Throw a lively pizza party for your clients, coupling it with a Dollar Day event. Leverage social media for both promotion leading up to the event and sharing pictures during the festivities. Collaborate with a local pizza establishment and feature a coupon on the back of their receipts for a discount or complimentary tan. In turn, have your salon's receipts carry a coupon for the pizza joint, fostering a mutually beneficial partnership.

## ► MOTHER IN LAW DAY - OCTOBER 22ND

Showcase a variety of services and products beyond UV offerings by creating bundles that encompass sunless tanning, red light therapy, spa treatments, and hair services. Promote these packages with special discounts for the week leading up to the event. Publicize these "mother-in-law specials" extensively on all your social media platforms.

## ► HALLOWEEN

- Boost sales by offering exclusive Haunted House tickets with purchases over a specified amount. Limited tickets to local haunted attractions will incentivize customers to spend more for added value.
- Engage your clients with a Halloween Costume Contest, where the winner receives tickets to a haunted house, trail, or corn maze.
- Add a festive twist to your offerings by including lottery scratch-off tickets in a candy bowl for Halloween. Customers who make a qualifying purchase can try their luck for a trick or treat surprise.
- Elevate the Halloween spirit by hosting a lively Halloween Party/ Open House event. This not only attracts new clients but also rekindles interest from inactive ones.
- Create an interactive experience with "Bob for Discounts". Clients can pick an apple from a bucket, and if they make a purchase, they get to choose one with a ribbon tied to the stem, revealing a special discount.
- Engage your clients with a "Guess How Many" challenge using a jar filled with spooky items. Closest guess wins a prize pack, and utilize social media platforms for added participation.
- Keep the excitement going all month long with special promotions on sunless spray tans. This will entice everyone to look their best in their Halloween costumes.



## AUTUMN THEMES!

- It's Fall Y'all
- Pumpkin spice and everything nice
- Halloween
- Football