

October

october

Themes:

- Fall anything
- Halloween
- Leaves
- Pumpkins
- Hunting
- Football
- Pumpkin Spice
- Sweater Weather, unless you live in the south.

Product Spotlights:

- Hempz Fall Items
- Morgan Taylor & CND Fall Nail Collections
- Potted Plant Pumpkin and Apple Bundles
- Our Fall T Shirts – leaves, thankful etc.
- Voesh Pedi In Box Pumpkin Pie

Looking Ahead to October:

- Veteran's Day, Pink Wednesday, Thanksgiving, Black Friday
- Check your inventory for the holidays including gift cards.
- Run a report to see who purchased gift cards/gift certificates and be sure to send them an email reminder.

General:

- **October is Self-Promotion Month** – Use October as a chance to promote everything you do. Do daily/weekly post on social media about a particular service and the benefits. Mention the post & get X off a purchase. Do a daily/weekly post about various products or ingredients & then offer X off a purchase. Do trivia about your story & how you got started. Showcase any community support you provide.
- **Open House** – October is a great time to host an open house event, or \$1 Day. Decorate your salon with seasonal displays. Have your holiday wish list ready to roll out. Prep a promotional calendar for the next 2 months & have that ready as well.
- **Limited Time Offers** – Now is the time of year, where you might be thinking about your new 2023 SKUs. Do limited time offers on your new introductory products or to help move out older items, pair them together with bundles of both services & personal care items.
- **Gift Giving Wish List** – start planning your gift giving wish list now. Have clients let you text or email their significant other, parents, grandparents or whoever, have they select services or products they want for presents. Think of it as a registry for Christmas; like ones for weddings or babies.

Halloween:

- If you have a local lottery buy several of the \$1.00 scratch off tickets and put in a candy bowl for Halloween & tell your customers if they buy a packet or make a purchase over X amount they can get a lottery ticket to see if they get a trick or a treat.
- **Guess How Many** – place a jar on the counter with plastic spiders, eyeball marbles or other scary items. Let clients guess how many are inside, closest wins a prize pack. Be sure to use all your social media outlets for this one also.
- **Spray, spray, spray!** Offer great deals on sunless sprays for the month of October. Nobody wants to be pale in those super cute outfits. Be sure the client posts pics & tags the salon.
- Put a pumpkin or witch's pot on the counter and let all the clients that visit during the day/week/month draw for a prize. Or you could just let them draw for every purchase. Find cute seasonal themed postie notes to write the prizes on or create something fun yourself.
- Offer up a spooky, fun filled basket as a grand prize drawing. Include tickets to a haunted house, trail or corn maze. Include some candy & of course some of your best sellers & tanning minutes or upgrades.
- Host a costume contest by having clients post pics of their costume on your page & the one with the most likes, retweets wins! You could have submissions emailed to you & upload all in one post. Winner gets tickets to a local haunted house.
- **Interact With Your Community** – host an event with other local merchants, have face-painting for the kids, & specials for the parents. Have trick or treat bags made with your logo to hand out.