

# Monthly Marketing

SEPTEMBER  
2023



## ► FOOTBALL FRENZY BOOST

Score big with football-inspired offerings that seamlessly blend tanning passion with sports excitement. Engage customers with social media polls, encourage staff to sport their favorite jerseys, and entice customers with football-themed lotions and displays. Spice up game day by partnering with beauty salons and spas for pampering sessions, creating a remarkable and unforgettable experience.

## ► ENDLESS SEASON PACKAGES

Season packages are a fall hit! Offer a special deal to tan in any bed through December with deals. If they have a membership, offer a lower fee to keep their membership level and offer tanning in any bed through December.

## ► CELEBRATE FRIENDSHIP

September 17th - Offer "Bring A Friend" specials, Buy 1 Get 1 on various services or products, have snacks, refreshments available. Post positive thoughts, positive body image pics, and quotes in all of the tanning rooms.

## ► LABOR DAY EXTRAVAGANZA

Labor Day presents the perfect chance to offer unbeatable deals on summer-themed products and packages. Inspire clients with endless summer packages and wrap up the season in style.

## ► ELEVATE CUSTOMER SERVICE

Use National Courtesy Month as an opportunity to strengthen customer relations. Encourage customer surveys for insights and improvements, and reward participants with a freebie. Quality customer service is a cornerstone of your salon's success, and we're here to help you excel.

## ► FALL TRANSFORMATIONS

As the leaves begin to paint the world in warm hues, it's time to infuse that same inviting spirit into your tanning salon. Embrace the magic of the season by adorning your salon's front with enchanting fall decorations that beckon passersby. Draw inspiration from cozy front porches, adapting their charm to enhance your salon's ambiance.

## ► SETTING THE STAGE FOR HOLIDAYS

It's never too early to prepare for the holiday season. Implement gift cards and certificates in your salon's array of offerings to boost sales. Secure a piece of the holiday pie and make your salon a gifting destination. Now is the time to start your holiday marketing and promos.



## AUTUMN THEMES!

Back To School  
Football  
Fall Color Palette