

Four Seasons Sales & Service

Sunless Support

April 2019

Themes

- Spring
- April showers
- Easter
- Renew, blooms, life, green

Product Spotlights

- "Renew" your skin with **exfoliating scrubs / mitts**.
- April Showers (be sure to take care of your spray tan in the shower – use sulfate-free **shower gel!**)

Days to Remember

April 6th – National Student- Athlete Day: Offer a discount for the student-athletes in your area if they purchase this day.

Get Social : Post for a raise of hands 🙋 if they are a student-athlete.

Use #StudentAthleteDay

April 10th – National Siblings Day: Offer up deals, packages, products for siblings.

#NationalSiblingsDay

Aprils 22nd – Earth Day: <http://www.earthday.org/> _ here is the official website to read and get involved. Offer \$5 off spray tans for whoever donates to Earth Day that day!

#EarthDay 🌍

April 27th – Tell A Story Day:

Get Social: On your Facebook or Instagram page, post a beginning to a story and have everyone comment the next line to the story until you say THE END. The person that commented last wins a prize. #tellastory

Looking Ahead – start creating content soon!

- May Flowers
- Cinco de Mayo
- Memorial Day
- Warm Weather!



Stress Awareness Month

Offer a "Girls Night Out" special to get the girls together and de-stress. Use "you time" in marketing messages.

Easter – April 21st

Social Media Competitions

Take an Easter-themed approach by posting Easter trivia quizzes and questions, ask clients to like and share the page and the post, and offer up gift cards, discounts, even gift baskets filled with products and treats as prizes. You'll be amazed the amount of reach a competition can have – everyone loves to win something and you'll have entries coming like crazy. Don't forget to add in Easter hashtags if you want to get it out to a wider audience and take in more business! #happyeaster #eastersunday #eastereggs #easterfun #easterbunny