

Four Seasons Sales & Service

Sunless Support



Days to Remember

August 4th : National Sisters Day

- **Get Social:** Ask your clients to post pics of them & their sisters in the comments to enter for a drawing for retail product or discount spray tan. #nationalsistersday

August 8th : National Dollar Day

- You could get crazy and do \$1 spray tans this day or just discount your tans by \$1. Another option would be to sell a retail product for \$1. #nationaldollarday

August 30th : National College Colors Day

- Create a post asking for college or university students to comment with their college colors for a chance to win a free spray tan.

Labor Day – September 2nd

Plan ahead with a photoshoot with your spray tan clients by the lake, beach, park, cookout, flag, etc. Start posting these in August with a special offer.

Product Spotlights

- Exfoliating Scrubs
- Shower Gels

Themes:

- Back to School
- End of Summer
- Football Kick Offs
- State Fairs
- Labor Day Promos



Back to School Focus

- Plan ahead for this & do a photoshoot with some of your High School spray tan clients. Post these throughout the month. #backtoschool
- Host a School Supply Drive: Partner with a local elementary school & have clients donate school supplies when you spray tan them. Allow them to earn a free tan/discount on services.

Looking Ahead – start creating content soon!

- Labor Day
- Homecoming Dance / Football
- Book your rooms and register for Fall trade shows www.nationaltanningexpo.com