



Four Seasons Sales & Service Sunless Support February 2019

Themes

- Groundhog Day
- Love / Valentine's Day
- We Love Our Customers
- Engagements/ Weddings

Days to Remember

February 2nd – **Groundhog Day**

“Have a summer tan, whether we have 6 more weeks of winter or an early spring! We predict Discounted Spray Tans!” Offer 10% off when they book that day if he sees it or not!

Social: Hold a contest calling for pics of clients and their (non)shadows.

February 7th – **Send A Card to A Friend Day** –

Your customers would love to receive a personal card in the mail! Plan in advance for this one and have it arrive that day!

Social: Create a “card” from you and post it to all your customer friends that day.

February 9th – **National Pizza Day** –

Social: Ask your clients to what their favorite kind of pizza is #nationalpizzaday

February 14th – **Valentine's Day** – #valentinesday

Social: Show your customer's some love by featuring them on your social media pages.

February 17th – **Random Acts of Kindness Day** –

Offer a free spray tan for the 5th person that sets an appointment with you that day.

Social: Visit your clients' social pages and tell them how much you appreciate them.

February 20th – **Love Your Pet Day** –

Social: Ask your clients to post their pets. Run a contest for the cutest pet that gets the most likes.

February 26th - **Tell A Fairy Tale Day** - Post a graphic that says let's make a story. Each post writes one sentence to go with the previous one that tells a fairy tale. The last person to comment before you say THE END, wins the prize. It can go on as long as you want before ending it.

Valentine's Day Random Facts

- \$1.2 million dollars are spent at salons and spas for Valentine's Day.
- According to a study by the NRF in 2018 consumers spend an average of \$143.56 on Valentine's Day.
- The average male spends \$150 while females only spend \$75. Make sure you are learning how men shop.
- Unlike Christmas and birthdays, people don't plan that much in advance for Valentine's Day. So rather than spending your marketing bucks towards a month-long campaign, just focus on the one or two weeks leading up to Valentine's Day. 46% say they'll start shopping in early February.

Product Spotlights

- Focus on at-home bronzing options for gifts.
Ex: *Sunstyle Bronze Sunless Mousse w/Mitt*

Looking Ahead

- BUSY SEASON!
- St. Patrick's Day
- March Madness
- Spring Cleaning