

Four Seasons Sales & Service Sunless Support

July

Days to Remember

July 5th : National Bikini Day

- Prepare in advance with this one by doing a photoshoot with your spray tan clients in their bikinis – post on social media on this day. #nationalbikiniaday

July 17th – World Emoji Day:

- **Get Social:** Do a fun social media post, where people only comment in emojis for the day. #nationalemojiday
- Have your clients wear an Emoji Body Sticker while getting sprayed to create an emoji spray tan. Item #92057



Body Stickers Smiley Face 1000 CT Roll

July 24th – Cousins Day

- Book appointments with your cousin for BOGO deals, specials etc.
- **Get Social:** Have clients post pics of their favorite cousins and those that participate can win a prize or just do it for the pure interaction. #nationalcousinday

Themes:

- Independence Day
- Red/White/Blue
- Beach / Summer Fun
- Christmas in July
- Dog Days of Summer



Product Spotlights

- Drying Powder for those hot summer days
 - Sunless Approved Sunscreen

National Ice Cream Month

- Plan ahead for this & do a photoshoot with your spray tan clients at an Ice Cream Shop! Post these throughout the month. #NationalIceCreamMonth
- Get Social: What is your Fave Ice Cream flavor?

Independence Day – July 4th

Plan ahead with a photoshoot with your spray tan clients by the lake, beach, park, cookout, flag, etc. Start posting these in June with a special offer if they book before July 4th.

Looking Ahead – start creating content soon!

- Monthly Memberships
 - Back to School
- Book your rooms and register for Fall trade shows www.nationaltanningexpo.com