

# Four Seasons Sales & Service Sunless Support



## Days to Remember

**Nov 4<sup>th</sup>** : National Color the World Orange Day

- Yeaahhhh, let's NOT celebrate this one!! 😊 Just seeing if you are paying attention!

**Nov 6<sup>th</sup>**: National Stress Awareness Day

- Offer a “pampering” bundle for this day (shower gels, face masks, bath bombs, spray tan session, moisturizer). Start advertising & make it available for purchase at least a week in advance.

#nationalstressawarenessday

**Nov 28<sup>th</sup>** : Thanksgiving

**Nov 29<sup>th</sup>**: Black Friday

**Nov 30<sup>th</sup>**: Small Business Saturday



## Black Friday – Nov 29<sup>th</sup>

- Plan to do this one in advance – probably the week before – most people will be out and about at all the shops on that Friday instead of thinking about spray tanning. Get a jump on it and offer specials before anyone else. Run your specials all week and through the weekend for maximum exposure. #blackfriday

## Themes:

- Thanks & Giving
- Seasonal Scents
- It's Fall Y'all/Harvest
- #ShopSmall

## Product Spotlights

- da bomb Cozy Bath Bombs
- Primal Elements Bath Bomb – Bear Hugs
- Primal Elements Bath Bomb – Lavender
- Primal Elements Face Mask – Pumpkin Soothing
- Hempz Triple Moisture Whipped Crème Body Wash
- Hempz Blueberry & Lavendar Bath Salts

## Small Business Saturday

- This is your chance to be featured front and center of all the madness of holidays. Create promos just for this special day.
- Thank you for supporting our small business!
- Use the hashtags #ShopSmall, #SmallBusinessSaturday, #SmallBizSat, #ShopLocal.



## Looking Ahead – start creating content soon!

- Christmas Eve / Christmas / New Years
  - Snow / Winter