



Four Seasons Sales & Service
Sunless Support
April 2020

Themes

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

Product Spotlights from FS

Easter Bath Bomb Item #64116

Sunstyle Exfoliating Scrub #45053

Chill Out Mask Item # 81460

Invisibobbles – Easter Basket Gifts

Bunny Stickers Item # 92053

Primal Elements Unicorn Scrub Item #50953

UR Calm Body Butter Scrub Item #13101

Days to Remember

April 1st – April Fools Day: No fooling you today! Offer 41% off your spray tans that day only 4/1/2020. Get Social : Ask for the best April Fools Day Jokes. Use #AprilFoolsDay #NoFoolingYouToday #NoAprilFools

April 7th – National No Housework Day: Pamper your clients on this day – offer warm towels, drinks, spa-like experiences for them.
#NationalNoHouseworkDay #pamperyourself

April 16th – National Get to Know Your Customers Day: Post a drawing giveaway. Ask your customers why they love getting a spray tan. #customers #clients #GetToKnowYourCustomersDay

April 22nd – National Administrative Professionals’ Day: Offer gift certificates & discounts for Secretaries, Assistants, Admins, etc. Post a week or 2 before this day as a reminder.
#administrativeprofessionalsday #secretaries #admins #assistants
#administrativeassistants

**Stress Awareness
Month**

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

Looking Ahead

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

Easter – April 12th

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