

Four Seasons Sales & Service
Sunless Support
February 2020



Days to Remember

February 2 – 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 11– National Make a Friend Day

Make a New Friend by offering a discount to new customers on this day.

Social: Send your clients invites to like your social media pages #NationalMakeAFriendDay

February 14 – Valentine’s Day

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

#valentinesday

February 19 - National Vet Girls ROCK Day

Recognize women veterans by offering women in the armed forces a discount on this day.

Social: recognize your clients that are women veterans

Product Spotlights from FS

Love Bath Bomb Item #64103

Hearts Bath Bomb Item # 50922

b.tan Love at First Tan Mousse & Solution Item # 43596 & 43614

Heart Stickers Item #'s 92051 & 92050

Gift Certificates Item #89907 & 90025

Themes

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

Winter Events

Holiday Parties, Fitness & Dance Competitions,
Sorority Events, Valentine’s Dances

These events provide the perfect opportunity to promote
your spray tans!

Marketing Idea: promote half-price upper-body
tans for holiday parties. Once they are hooked on this
they will keep coming back for full body sprays!

Looking Ahead – start creating content soon!

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