

# November Sunless Support

## FOCUS

### -Thanksgiving

### - Black Friday

offer specials on spray tan packages the the week before Thanksgiving b/c most ppl will not be thinking of spray tans during actual Black Friday

### - Veteran's Day

offer deals for Veterans

donate some proceeds to a Veteran Charity

### - Small Business Saturday

#shoplocal #smallBizSat

#SmallBusinessSaturday

## PRODUCT SPOTLIGHTS

- Cranberries Bath Bomb #50946
- Shower Steamer Stress Therapy #50986
- Cucumber AfterSun Cooling Mask #50964
- Intense Daily Moisturizer #46002
- btan Love At First Tan Mousse #43596
- Sunstyle Sunless Mousse #45058
- Hempz Pumpkin Spice Kit #55108
- Hempz Yuzu SelfTan Mousse #41695

## CONTEST

**Nov 1st** : give away a "stress free pampering bundle" in honor of National Stress Awareness Day on Nov 6th. (shower gels, masks, bath bombs, spraytan, moisturizer)

## DATES TO REMEMBER

- NOV 3RD** **National Stress Awareness Day #StressAwareness**  
GET SOCIAL: offer a pampering bundle (shower gel, masks, bathbombs, spraytan, moisturizer)
- NOV 11TH** **Veteran's Day #VeteransDay**  
GET SOCIAL: make a post, ask clients to comment with pictures of Veterans & thank them for their service
- NOV 13TH** **National Kindness Day #NationalKindnessDay**  
GET SOCIAL: post on each client's social page something nice about them
- NOV 19TH** **National Play Monopoly Day #MonopolyDay**  
GET SOCIAL: offer "monopoly pieces" with deals
- NOV 25TH** **Thanksgiving Day #HappyThanksgiving**  
GET SOCIAL: post Happy Thanksgiving, ask clients to comment what they are thankful for
- NOV 26TH** **Black Friday #BlackFriday**  
GET SOCIAL: spray tan packages
- NOV 27TH** **Small Business Saturday #SmallBusinessSaturday**  
GET SOCIAL: do an open house #shopsmall
- NOV 29TH** **Cyber Monday #CyberMonday**  
GET SOCIAL: offer online deals
- NOV 30TH** **National Mousse Day #NationalMousseDay**  
GET SOCIAL: promote your sunless mousse for retail

## IDEAS

### Small Business Saturday:

- Plan an "open house" , package specials, retail specials.
- Ask clients to support your small business by sharing your social media pages.

## LOOKING AHEAD

### prepare for December

- Christmas
- New Years
- Winter / Snow