

Sunless Support

APRIL
2024

THEMES!

- Spring
- April Showers
- Renew, Blooms, Life, Green



DAYS TO REMEMBER

Stress Awareness Month

This would be a good theme to run all month. Focus on specials where you bundle packages together and advertise come in to relax and de-stress. Use "you time" in marketing messages. Offer a Girls Night Out or Girls Night In special to get the girls together and de-stress

National Poetry Month – for something with a little different flair, have clients post on your social media their favorite poem or lines from poem and ask them why it inspires them or what it means to them. Whoever participates can be entered into a drawing for a prize: small gift, BOGO spray tan, etc

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

April 6th – National Student-Athlete Day – Offer a discount for the student-athletes in your area if they purchase this day. Get Social : Post for a raise of hands if they are a student-athlete. #StudentAthleteDay

April 11th – National Siblings Day – Offer up deals, packages, products for siblings. They need to bring in their sibling and each of them buy something to receive the special. Do BOGO's on older product that you want to move out. Don't forget to take some pics and post on your social media as they come in (with their permission of course)

Aprils 22nd – Earth Day - <http://www.earthday.org/> - here is the official website to read and get involved. Great time to focus on your solution being cruelty and paraben free, etc

April 23rd – Take a Chance Day- get some big fuzzy dice, or just regular dice and let people "take a chance" on rolling for a great deal. You could let them get that % off a purchase that date so if they roll a 2 and 5 that would be 25% off etc. If they roll doubles let them have a BOGO. If you don't like dice, you could have them draw from a fun, spring time basket for a prize.

April 24th – Administrative Professionals' Day – Run specials for these professionals, focus on relaxation, stress free type things. After all, time spent at the salon goes further than flowers, right!?

April 27th – Tell A Story Day – you might have seen this mentioned in the last couple of months, but it's worth repeating. On your Facebook or Instagram page, post a beginning to a story and have everyone comment the next line to the story until you say THE END. The person that commented last wins a prize

LOOKING AHEAD –START CREATING CONTENT NOW!

- May Flowers
- Cinco de Mayo
- Proms, banquets, spring school functions
- Memorial Day
- Warm Weather

PRODUCT SPOTLIGHT



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