

April Sunless Support

Themes

Spring
April showers
Easter
Renew, blooms, life, green

Marketing Ideas

- **Easter - April 9th 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

- "Renew" your skin with exfoliating scrubs / mitts.
 - April Showers (be sure to take care of your spray tan in the shower - use sulfate-free shower gel!

Looking Ahead start creating content now!

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

Product Spotlights

64116	Da Bomb Easter Bath Bomb
71476	Invisibobble Easter Egg
71582	Invisibobble Sprunchie Easter Egg Hunt
2550	MakeUp Eraser Easter Weekenders 3 piece Set
92053	Body Stickers Bunny W/Bow 1000 Count Roll
64115	Da Bomb Earth Bath Bomb
43581	MineTan Workout Ready Pro Mist 33.8 oz.

Days to Remember

- **Stress Awareness Month**
Offer a "Girls Night Out" special to get the girls together and de-stress. Use "you time" in marketing messages.
- **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 7th - National No Housework Day:** Pamper your clients on this day - offer warm towels, drinks, spa-like experiences for them. #NationalNoHouseworkDay #pamperyourself
- **April 9th - Easter Sunday**
- **April 10th - National Siblings Day:** Offer up deals, packages, products for siblings. #NationalSiblingsDay
- **Aprils 22nd - Earth Day:** <http://www.earthday.org/> _ here is the official website to read and get involved. Offer \$5 off spray tans for whoever donates to Earth Day that day! #EarthDay
- **April 27th - Tell A Story Day:**
Get Social: 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. #tellastory