

April Sunless Support

PRODUCT SPOTLIGHTS

Da Bomb Easter Bath Bomb #64116
Invisibobble Easter Egg Ornament #71476
PE Stress Therapy Steamers #50986
Norvell Renew Ultra Vivid Exmit #99857
Sjolie Body renew Moisturizer #28553
Wet Brush Pet Brush #16906

FOCUS

Stress Awareness Month

- Offer a Girls Night Out or Girls Night In special to get the girls together and de-stress

THEMES

Spring

April Showers

Easter

Renew, blooms, life, green

DATES 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. <i>#AprilFoolsDay#NoFoolingYouToday#NoAprilFools</i>
April 4th	National Employee Appreciation Day recognize your employees! <i>#nationalemployeeappreciationday</i>
April 7th	National No Housework Day Pamper your clients on this day –offer warm towels, drinks, spa-like experiences for them. <i>#NationalNoHouseworkDay#pamperyourself</i>
April 10th	National Siblings Day Celebrate togetherness while promoting your business. Run promotions specific to siblings with two for one deals. Or you can celebrate by snapping pics of all the siblings that come into your location and post on social media. <i>#nationalsiblingsday</i>
April 11th	National Pet Day Ask customers to post pics of their pets <i>#nationalpetday</i>
April 17th	Easter Host a spray tan party for your customers and their peeps. What's better than hanging with your peeps? Glowing with your peeps! <i>#easterglow</i>
April 21st	National Get to Know Your Customers Day Post a drawing giveaway. Ask your customers why they love getting a spray tan. <i>#customers #clients #GetToKnowYourCustomersDay</i>
April 27th	National Administrative Professionals' Day Offer gift certificates & discounts for Secretaries, Assistants, Admins, Post a week or 2 before this day as a reminder. <i>#administrativeprofessionalsday#secretaries #admins #assistants #administrativeassistants</i>
etc.	

IDEAS

Prom Season

This is a great time to connect your salon to a new demographic - the teen market. Let their memories be tanned.

LOOKING AHEAD

Start Creating Content Now!

- May Flowers
- Cinco De Mayo
- Memorial Day
- Warm Weather