



Focus

- **Back to School:** Plan ahead for this & do a photoshoot with some of your High School or teachers spray tan clients. Post these throughout the month. #backtoschool
- **Host a School Supply Drive:** Partner with a local elementary school & have clients donate school supplies when you spray tan them. Allow them to earn a free tan/discount on services.

Themes

- Back to School
- End of Summer
- Football Kicks Off
- State Fairs
- Labor Day Promos

Marketing Ideas

- **Pageant Partnerships:** Collaborate with local pageants by offering your services to the contestants. Provide spray tans for pageant participants, ensuring they look their best on stage. Offer special packages or discounts exclusively for pageant contestants and see if they offer sponsorship opportunities for the pageant.
- **Partner with Local Cheerleading Teams:** Reach out to local cheerleading teams or cheerleading gyms and offer exclusive discounts or special packages for their members.

Looking Ahead- start creating content now!

- Labor Day
- Homecoming Dance / Football / Cheer
- Book your rooms and register for Fall trade shows
www.nationaltanningexpo.com

Product Spotlights

22586	Baseball Cap Football Mom Turquoise
87059	Lily And Laura Bracelet Stack Football
28518	Sjolie Additive Anti-aging 1 oz
99419	Norvell Pro Lab Additive Kit
81460	Bd Mask Society Chill Out Sheet
41301	HEMPZ Coconut & Watermelon 2.25 oz

Days to Remember

- **August 3rd : National Watermelon Day :** Create a fun and refreshing promotion by offering watermelon-scented or watermelon-themed products. Share watermelon-themed posts on social media and offer a discount or a complementary watermelon-infused skincare product with each spray tan session.
<https://www.fstanning.com/catalogsearch/result/?q=watermelon>
- **August 6th : National Sisters Day-** Highlight the bonding experience of getting spray tans with sisters or friends. Offer group discounts or complementary add-on services for clients who book spray tan sessions together.
- **Get Social:** Ask your clients to post pics of them & their sisters in the comments to enter for a drawing for retail product or discount spray tan. #nationalsistersday
- **August 8th : National Dollar Day -** You could get wild and do \$1 spray tans this day or just discount your tans by \$1. Another option would be to sell a retail product for \$1. #nationaldollar day
- **August 10th : Lazy Day -** spotlight all things relaxing about your services, showcase facial care products to take home for delightful at home facial, offer specials for all services <https://www.fstanning.com/bath-body.html>
- **August 21st : National Senior Citizens Day:** Highlight the benefits of spray tanning for senior citizens, such as enhancing the appearance of aging skin, boosting confidence, and providing a youthful glow. Offer special discounts or promotions specifically for senior clients. Promote spray tan additives & discount the upgrade for senior citizens : Anti-Aging drops, CBD drops, etc. <https://www.fstanning.com/catalogsearch/result/?q=sjolie+additive>
<https://www.fstanning.com/south-seas-pineapple-express-splash-cbd-600-mg-drops.html>
<https://www.fstanning.com/norvell-additive-kit.html>
- **August 26th: National Dog Day**
- **Get Social:** ask clients to comment with pics of their dogs on your social media page #NationalDogDay
- **Promote your dog themed retail items:** <https://www.fstanning.com/catalogsearch/result/?q=dog>
- **August 27th: National Just Because Day -** offer a discounted spray tan, just because... #JustBecauseDay
- **August 30th : National College Colors Day -** Create a post asking for college or university students to comment with their college colors for a chance to win a free spray tan.