

Sunless Support

**DECEMBER
2023**

THEMES!

Christmas
New Years Eve
Winter/Dry Skin



FOCUS

CHRISTMAS PARTIES AND NYE PARTIES ARE JUST AROUND THE CORNER SO MARKETING ALL SERVICES WITH SPECIALS THAT HELP A CLIENT LOOK THEIR BEST. OFFER SUNLESS, RED LIGHT, SPA OR SALON SERVICES. PROMOTE GIFT CARDS/GIFT CERTIFICATES

MARKETING MARVELS

- Put together on-the-go mini sets of products for them to have while out enjoying the holidays. Anything from a hand cream to lip gloss to sunless spray could go in the sets.

- 12 Days of Christmas Specials – Prepare a calendar so everyone in the business knows what is going on for those days.

- Offer to host a “Friends-mas” spray tan get-together party. Discount offered for 5 or more friends. Could do this mobile or in-salon.

- Christmas Basket – create a basket worth \$200 MSRP for giveaway on Christmas weekend. Advertise that for every purchase over \$XX.XX amount their name will be entered. Every purchase counts so multiple entries can happen. Market around “Do your Christmas Shopping with us and win” Or something fun and creative like that.

LOOKING AHEAD –START CREATING CONTENT NOW!

- Review your business for the new year!
- Winter

PRODUCT SPOTLIGHT



45063



90025



999405



12040



99321



64111

DAYS TO REMEMBER

1st start 12 days of Christmas giveaways/specials

Giveaway the retail items that are typically harder for you to move during other months. Promote/discount stocking stuffers like bath bombs, shower gels, etc. **#12daysofChristmas**

Dec 5th : National Bathtub Party Day

Promote Bath Bombs!

Dec 8th: National SalesPerson Day

Don't forget to call your FS Sales Account Manager this day

Dec 15th: National Ugly Christmas Sweater Day

You & your staff wear your ugly sweaters and post to social media.

Super Saturday, December 23rd

This is the last Saturday before Christmas and is packed full of last minute shoppers. Be sure you target this market with easy items such as gift sets already pre-wrapped or bundled and blast it everywhere; social media, email, and text.

Dec 24th: Christmas Eve

Dec 25th: Christmas Day

Dec 28th: Card Playing Day

Let clients play cards against the “house” for prizes. For those gamblers, play Blackjack against the client, if they win, they get their choice of great prizes. Some other games to play would be guess which one is higher or lower or pick a card (have prizes associated with suits or #'s).

Dec 29th: National TikTok Day

This is actually the day to complete unfinished business, but you could also do a TikTok about your unfinished spray tanning business!

Dec 31st

Plan in advance and promote those New Year's Eve spray tans!