

Sunless Support

**FEBRUARY
2024**



THEMES!

- Groundhog Day
- Love / Valentine's Day
- We Love Our Customers
- Engagements/ Weddings

MARKETING MARVELS

Winter Events - These events provide the perfect opportunity to promote your spray tans!

Holiday Parties, Fitness & Dance Competitions, Sorority Events, Valentine's Dances

•Promote half-price upper-body tans for holiday parties. Once they are hooked on this they will keep coming back for full body sprays!

Valentine's Day: Unlike Christmas and birthdays, people don't plan that much in advance for Valentine's Day. So rather than spending your marketing bucks towards a month-long campaign, just focus on the one or two weeks leading up to Valentine's Day. 46% say they'll start shopping in early February.

- Promote Gift Certificates
- At-home sunless options for gifts

LOOKING AHEAD –START CREATING CONTENT NOW!

- BUSY SEASON!
- St. Patrick's Day
- March Madness
- Spring Cleaning

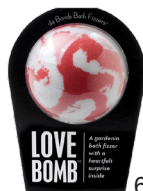
PRODUCT SPOTLIGHT



43596



45063



64103



92050



12040



41267

DAYS TO REMEMBER

Feb 2 – Groundhog Day- “Have a summer tan, whether we have 6 more weeks of winter or an early spring! We predict Discounted Spray Tans!” Offer 10% off when they book that day even if the groundhog sees his shadow or not!

Feb 3 - National Women Physicians Day- Recognize women physicians by offering women physicians a discount on this day.

Social: recognize your clients that are physicians

Plan Ahead: offer free spray tans to a few women physicians and do a photoshoot with them in their uniforms/scrubs/coats

Feb 4 – National Hemp Day – push products/moisturizers containing hemp **#nationalhempsday**

Feb 7 – Send A Card to A Friend Day – Plan Ahead: Your customers would love to receive a personal card in the mail! **Social:** Create a “card” from you and post it to all your customer friends that day.

Feb 11 – National Make a Friend Day - Make a New Friend by offering a discount to new customers on this day. **Social:**

Send your clients invites to like your social media pages

#NationalMakeAFriendDay

Feb 13 – National Galentine's Day - a day for women to celebrate their friendships with their lady friends. It's Valentine's Day with your gals. Offer BOGO half off spray tans for friends to book together!

#GalentinesDay

Feb 14 – Valentine's Day - Social: Show your customer's some love by featuring them on your social media pages. **#valentinesday**

Feb 17 – Random Acts of Kindness Day – Offer a free spray tan for the 5th person that sets an appointment with you that day. **Social:** Visit your clients' social pages and tell them how much you appreciate them.

Feb 19 - National Vet Girls ROCK Day - Recognize women veterans by offering women in the armed forces a discount on this day. **Social:** recognize your clients that are women veterans