

February Sunless Support

PRODUCT SPOTLIGHTS

Sunstyle Daily Maintenance Kit #45063
Da Bomb Love Bath Bomb #64103
PE Bath Bomb Hearts #50922
Morgan Taylor PS I love You #50045
BTan It's Love Daily Moisturizer #73673
BTan Love at First Tan Mousse #43596

THEMES

Groundhog Day

Love/Valentine's Day

Gift Certificates

We Love Our Customers

Engagements/Weddings

FOCUS

Holiday Parties, Fitness & Dance Competitions, Sorority Events, Valentine's Dances
These events provide the perfect opportunity to promote your spray tans!

At-home sunless options for gifts

DATES TO REMEMBER

Feb. 2nd Groundhog Day

We predict Discounted Spray Tans!" Offer 10% off when they book that day if he sees it or not!

#GroundhogDay #WePredictDiscounts

National Girls & Women in Sports Day

Recognize women in sports by offering women athletes a discount on this day. Social: recognize your clients that are cheerleaders, etc.

Feb. 3rd National Womens 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 photo shoot with them in their uniforms/scrubs/coats.

Feb. 14th Valentines Day

Show your customer's some love by featuring them on your social media pages. *#valentinesday*

Feb. 17th National 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. 19th National Lash Day

If you offer lash services today is your recognition / bring in lashes as retail options.

Feb. 20th National Love your Pet Day

Ask your clients to post their pets. Run a contest for cutest pet that gets the most likes.

Feb. 26th National Tell a Fairy Tale Day

Post a graphic that says let's make a story. Each post writes one sentence to go with the previous one that tells a fairy tale. The last person to comment before you say THE END, wins the prize. It can go on as long as you want before ending it.

IDEAS

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

LOOKING AHEAD

Start creating content now!

- Busy Season!
- St. Patricks Day
- March Madness Spring Cleaning