

Sunless Support

JANUARY
2024

THEMES!

New Year, New You
Happy New Year
All Things Winter



MARKETING MARVELS

New Year, New Ideas!

- Marketing & Promotions - Did that work or no ? Look back to last year to see what worked & what didn't. Spend some time on your marketing & promotions plan & change it up, if needed!
- Approach fitness studios or gyms about partnering up. Now is the time as people are making their new year's resolutions to get fit!
- Partner up with a photographer or wedding planner! How many engagements happened on Christmas Eve??
- Carry your business cards with you everywhere you go! Set a goal to leave at least 5 business cards a day. Attach a sweet, motivational note to them. Nail salon, Restaurant, Hair Salon, Doctor office
- Don't forget the Sunless Retail ! These are your support items & can make you some profit in those months that you are slower with actual spray tanning. Some do not like a full body tan during the winter, offer Sunless Face Tanners. Some want just a glow, rather than a tan, offer Gradual Sunless Tanners.
- Bring in clothing, pet items, jewelry, accessories, teeth whitening into your salon!

LOOKING AHEAD –START CREATING CONTENT NOW!

- Valentine's Day
- Mardi Gras
- Busy Season!

PRODUCT SPOTLIGHT



45055



55274



82582



99345



12025

DAYS TO REMEMBER

January 8 – National Winter Skin Relief Day

Focus on Hydration – with winter months being harsh to delicate skin, concentrate on sunless tan extenders & moisturizers. Ex: Sunstyle Intense Daily Moisturizer
Social: feature your tan extending moisturizers on your social pages
#skincare #winterskinrelief

January 14 – National Dress Up Your Pet Day

Social: Ask your clients to post pics of their pets all dressed up. Post a pic of your own pet dressed up. **#dressupyourpetday**

January 18 – National Get to Know Your Customers Day

Social: On this special day, tell customers how you started your business. Share with them mistakes you made, how your product or service has evolved, and provide tidbits about what it's like owning a business. By getting to know you better, you develop a personal connection with customers. **#GetToKnowYourCustomersDay**

January 20 – National Use Your Gift Card Day

Remind your clients to redeem their gift certificates with you!
#UseYourGiftCardDay

January 24 – National Compliment Day

Social: Do a post that challenges people to look for the good in people on this day and actively compliment them, have them share their stories.

January 30 – National Plan for Vacation Day

Social: Ask your clients their plans for their vacations this year & remind them that you can help them with their tan!
#planforvacationday