



Themes

New Year, New You
Happy New Year
All Things Winter

Product Spotlights

- 45055 Sunstyle Intense Daily Moisturizer 8 oz.
- 41267 Hempz Triple Moisture Herbal Whipped Body Creme 17 oz.
- 82900 Pro Tan Competition Get Buffed 8 oz.
- 90025 Gift Certificates with Envelopes 50 count
- 99392 Norvell Venetian for Face 2 oz.

Days to Remember

- **January 2 - National Personal Trainer Awareness Day** - Social: Design a post centered around this & ask your customers who out there is a personal trainer? Follow up with them about Competition Body Building Spray Tanning & see if you can offer your services to their clients. **#personaltrainers #nationalpersonaltrainerawarenessday #bodybuilding #competitionspraytan**
- **January 4th - Trivia Day** - Post random trivia questions on your social media about spray tans, you and your business. If clients get them right offer up a nice prize or do a drawing for everyone that participates. **#triviaday**
- **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 16 - 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 21 - National Use Your Gift Card Day** - remind your clients to redeem their gift certificates with you! **#UseYourGiftCardDay**
- **January 24th - 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 28 - 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

Marketing Idea

New Year, New Ideas!

Try These:

- 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??
- Set up a Referral program!
- 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