



Looking Ahead- start creating content now!

- Fourth of July
- Summer / Vacations
- Get to know your customers
- Warm Weather!

Themes

Father's Day
 Summer, Beach, Vacations
 SPFs
 Weddings
 Festivals

Marketing Ideas

- **Local Gyms:** Visit local gyms & promote spray tans
- **Flag Day Photoshoot:** Prepare in advance by spray tanning some clients & doing a photoshoot in front of or with a flag
- **Collaborate with Other Professionals:** Reach out to local beauty salons, spas, wedding planners, or fitness studios to establish partnerships. Offer special discounts or referral programs to their clients, and in return, promote their services to your client base. Collaborations can help expand your reach and attract new clients.
- **Weddings:** put together bridal packages
- **Festivals & Concerts:** photoshoot w/spray tan clients at a concert
- **Father's Day - June 18th - Social Media Competition** Run a social media competition by having your customers nominate a Father (or someone like a Dad) to win a FREE spray tan. #FathersDay

Product Spotlights

45060	Sunstyle Drying Powder Spray 1.75 oz.
86388	South Seas Coral SPF 30 Lotion 3.4 oz.
45055	Sunstyle Intense Daily Moist 8 oz.
3053	Hat Straw Visor American Flag
86454	Sunglasses Vintage Style USA Flag Assort
7040	C.C Distressed Ball Cap Denim Star USA
10662	Dermasuri For Beard

Days to Remember

- **June 1st - Flip A Coin Day** - Do 2 promos and have one associated with "tails" and one associated with "heads"
- **June 8th - Best Friends Day** - Do BOGOs for everyone that books a spray tan with a friend. Get Social: Have clients upload photos in the comments of posts with the BFF for a chance to win a gift bundle. #BestFriendsDay
- **June 14th - National Flag Day** - Get Social: Plan ahead and do a photoshoot with your spray tanned clients and our flag! Post on this day in order to honor our flag.
- **June 18th - Father's Day**
- **June 18th - National Splurge Day** - Encourage clients to splurge on a spray tan
- **June 21st - National Selfie Day** - Get Social: What better way to get tons of traffic on your social media?! Have your clients post pics with their awesome tan, or wonderful products for a chance to win something special. #NationalSelfieDay
- **June 21st - First Day of Summer** - Host a give-away (half-price tan) to your first 10 clients to book for a July spray tan. #SummerBegins
- **June 23rd - National Hydration Day** - remind clients that hydrating will make their spray tans last longer and look better #nationalhydrationday
<https://www.fstanning.com/tanning-products/lotions.html/tan-extendors.html>
- **June 27th - National Sunglasses Day** - bring in sunglasses to retail, post about them all month long in preparation for this day <https://www.fstanning.com/catalogsearch/result/?q=sunglasses>
- **June 30th - Social Media Day** - Get Social: Post something on your favorite social media platform. Use #SocialMediaDay when posting to remind others of this day.