

Sunless Support

**MARCH
2024**

THEMES!

- St. Patty's Day/Green & Gold/Rainbows and pots of gold
- Spring Break
- Easter



MARKETING MARVELS

March is National Women's History Month: Design promos & specials around this theme all month long, showcase some of your women entrepreneurs that are also clients, post trivia on women's history **#bossbabes**

Spring Break:

- Focus now on SPF's, lip balms, moisturizers, after care items, beach towels, beach totes. Make sure you have plenty of these things on hand, because consumers will buy them somewhere, why not make it you? Spray Tan Safe SPF's are available – ask your rep.
- Create custom bundles with a variety of spring break items for a great deal.
- Bundle a spray tanning package for those getting ready to go on vacation.

St. Patrick's Day Rocking the Shamrock:

Have clients post their tan with the shamrock sticker.

Social Media Competitions

Take an Easter-themed approach by posting Easter trivia quizzes and questions, ask clients to like and share the page and the post, and offer up gift cards, discounts, even gift baskets filled with products and treats as prizes. You'll be amazed the amount of reach a competition can have – everyone loves to win something and you'll have entries coming like crazy. Don't forget to add in Easter hashtags if you want to get it out to a wider audience and take in more business! **#happyeaster #eastersunday #eastereggs #easterfun #easterbunny**

LOOKING AHEAD –START CREATING CONTENT NOW!

- Continue with Spring
- Proms, banquets, spring school functions

PRODUCT SPOTLIGHT



93111



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45063

DAYS TO REMEMBER

National Cheerleading Week - First Week in March

Contact a few cheerleaders & offer them a free/discounted spray tan & do a photoshoot with them!
Offer teams a group discount
Put together a "spirit week" kit at a great price (lip gloss, bronzer, tan extender, mousse)
Give a shout-out to a coach or cheerleader client
#nationalcheerleadingweek

National Women's History Month –

Post trivia or "did you know" segments throughout the month on women's history
Showcase some of your clients that are female entrepreneurs
Share your success story!
#bossbabes #NationalWomen'sHistoryMonth #WomensHistoryMonth

Spring Break – mid to late March, early April – Know your area's spring break dates

March 3– National Employee Appreciation Day Social: Show your employees some love by featuring them on your social media pages.
#nationalemployeeappreciationday #employeeappreciation #employees

March 8 - International Women's Day – celebrate women's achievements this day! Celebrate your achievements!
#internationalwomensday #IWD #women2020

March 11– National Promposal Day -- Market in advance to those guys or gals that are going to be asking someone to prom! Get in on the promposal by suggesting your client give their date a spray tan gift certificate. Social: Ask your clients to post their promposals & then pick a lucky winner for a free spray tan. **#NationalPromposalDay #MyUltimatePromposal**

March 17th – St. Patrick's Day –

If you have any expired/GREEN spray tan solution you can advertise to spray people green for St. Patty's Day parties (the bronzer has just turned green, after they rinse off they will turn brown)
\$17 Spray Tans!

March 31 - Easter