

March Sunless Support

Themes

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

Product Spotlights

93111	Body Stickers Shamrock
50962	PE Bath Bomb-Hangover
86388	South Seas Coral SPF 30 Lotion 3.4 oz.
31469	AG Botanical SPF 30 Mineral Lotion 5 oz.
45063	Sunstyle Daily Maintenance Kit

Marketing Ideas

- **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 be from their fave spray tan artist. 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.

Looking Ahead- start creating content now!

- Easter, Continue with Spring, proms, banquets, spring school functions

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 discounts!
 - Put together a "spirit week" kit at a great price (lip gloss, bronzer, tan extender, mousse)
#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 #NationalWomensHistoryMonth #WomensHistoryMont
- **March 3rd - National Employee Appreciation Day:**
 - Social: Show your employees some love by featuring them on your social media pages.
#nationalemployeeappreciationday #employeeappreciation #employees
- **March 6th - National Spray Tan Day:** <https://www.whatnationaldayisit.com/day/Spray-Tan/>
- **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 12th National Working Mom's Day:** offer to stay later than normal or change up your hours to do a spray tan for working moms (that week only)
- **March 16th National Spray Tanning Day:** <https://sunlessinc.com/national-spray-tanning-day/>
- **March 17th - St. Patrick's Day:**
 - Rocking the Shamrock - Have customer's post their tan with the shamrock sticker.
 - 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 31st National Prom Day:**
 - The day encourages all generations to share prom photos.
 - Bring out photos of clients you have spray tanned from year's past and share them on social media.
#NationalPromDay