

# May Sunless Support

## Themes

Mother's Day  
Memorial Day  
Red/White/Blue  
Graduation / Prom

## Product Spotlights

21636	Bleach Bright Complete White Smile
3053	Hat Straw Visor American Flag
86454	Sunglasses Vintage Style USA Flag Assorted
45063	Sunstyle Daily Maintenance Kit
55304	HEMPZ Sweet Jasmine & Rose Gift Set
40018	Sunstyle Bronze AB Solution 32 oz.

## Marketing Ideas

### GRADUATION & PROM:

- Prepare in advance by spray tanning some high school clients & doing a photoshoot. Partner up with a dress shop or boutique in your area.
- Promote spray tan parties

### Looking Ahead- start creating content now!

- End of School / Summer
- Beach Vacations / Warm
- Weather
- Weddings
- Father's Day
- Festivals

## Days to Remember

- **Teacher Appreciation week is the first full week in May.** Offer a discount for the teachers in your area this week. Promote your Gift Certificates (students can purchase for their teachers). PLAN AHEAD Get Social: You could spray tan & feature a different local teacher each day that week. Use **#teacherappreciationday #nationalteachersday**
- **Memorial Day-** plan a special post asking clients to remember and reflect on all those who have sacrificed for their country
- **Mother's Day** - PLAN AHEAD do a spray tan & photoshoot with mom's with different skin types & post those & offer gift certificates. Social Media Competition- Run a social media competition by having your customers nominate a Mother (or someone like a mother) to win a FREE spray tan. **#MothersDay**
- **Prom-** Prepare in advance by doing a photoshoot with your high school clients. Partner up with a dress shop or boutique in your area. • Promote spray tan parties
- **May 1st National Loyalty Day** - do something nice for your loyal clients **#nationalloyaltyday**
- **May 2nd - National Teacher Appreciation Day**
- **May 5th Cinco de Mayo** - ask clients on social media how they celebrate their Mexican-American Heritage **#cindodemayo** post pics of those clients you have spray tanned
- **May 6th National Bombshell's Day** - celebrate the women around you and offer those bombshell's a pamper yourself day, spray tans, etc
- **May 8th Mother's Day** - PLAN AHEAD - Run a social media competition by having your customers nominate a Mother (or someone like a mother) to win a FREE spray tan. **#MothersDay**
- **May 8th - National Have a Coke Day:** In advance - Look at your appointment schedule for this day, go to the store & see if you can find your customers' names on Cokes. Bring them a free Coke & take before & after spray tan photos of them with their coca-cola's & post! **#NationalHaveACokeDay**
- **May 10th - National Clean Up Your Room Day:** Get social: Take pics of yourself cleaning up your spray tan room or spray tan tent, etc. **#cleanupyourroomday**
- **May 13th National Dog Mom's Day:** as clients to post pics of their dogs on social media **#nationaldogmomsday**
- **May 20th - National Armed Forces Day:** Offer a \$5 discount to all Armed Forces service members. **#ArmedForcesDay #America #USA**
- **May 20th - National Rescue Dog Day:** Ask your clients to donate to your cause and receive \$5 off their spray tan. Shelters always need donations. Financial donations are always welcome. Most shelters have a list of constant needs, such as blankets, bleach, toys, treats, and leashes. **#rescuedogday**
- **May 31st - National Smile Day:** Post pictures of all of your clients with their big smiles about their spray tans! Promote teeth whitener if you offer it. **#nationalsmileyday**