

May Sunless Support

FOCUS

Memorial Day

- Plan a special post asking clients to remember and reflect on all those who have sacrificed for our country.

Mother's Day

- *Plan ahead* to do a spray tan and photoshoot with moms with different skin types. Post and offer gift certificates.

Prom

- Prepare in advance by doing a photoshoot with your high school clients. Promote spray tan parties.

PRODUCT SPOTLIGHTS

C.C Distressed Star Ballcap #7040
Sunstyle Instant Bronzing Mist #45025
C.C Distrssed Flag Ballcap #5589
C.C Tie Dye Flag Ballcap #8884
American Flag Straw Visor #3053
Morgan Taylor Cancan We Dance #050176

THEMES

Mother's Day

Memorial Day

Red, White & Blue

Graduation/Prom

DATES TO REMEMBER

- May 1st** **National Loyalty Day**
Do something nice for your loyal clients.
- May 3rd** **National Teacher Appreciation Day**
Offer a discount for teachers in your area this week. Promote students purchasing gift certificates for their teachers. You could spray tan and feature a different teacher each day this week.
#teacherappreciationday #nationalteachersday
- May 5th** **Cinco De Mayo**
Ask clients on social media how they celebrate their Mexican-American heritage.
#cincodemayo
- May 7th** **Kentucky Derby**
Plan ahead and promote spray tans for those in the area.
- May 7th** **National Bombshell's Day**
Celebrate the women around you and offer those bomb shell's a pamper yourself day with spray tans etc.
- May 8th** **Mother's Day**
Plan Ahead and run a social media contest by having your customers nominate a Mother (or someone like a mother) to win a free spray tan!
#MothersDay
- May 14th** **National Dog Mom's Day**
Ask clients to post pics of their dogs on social media.
#nationaldogmomsday
- May 21st** **National Armed Forces Day**
Offer a \$5 discount to all Armed Forces service members.
#armedforcesday #America #USA

IDEAS

Grad & Prom

Spray tan some high school clients & do a photoshoot. Partner up with a boutique in your area.

Promote Spray Tan Parties.

LOOKING AHEAD

Start Creating Content Now!

- Summer
- Vacations
- Father's Day
- Warm Weather