

November Sunless Support

Themes

Thanks & Giving
Seasonal Scents
It's Fall Y'all/Harvest
#ShopSmall

Product Spotlights

- 43673 B.Tan It's Love. A Daily Moisturizer That Makes Me Glow 6.7 oz
- 45061 Sunstyle Shower Gel 3.4 oz
- 50946 Primal Elements Bath Bomb- Cranberries
- 50986 Primal Elements Shower Steamers- Stress Therapy 6 oz
- 99350 Norvell Self Tanning Maintenance System

Focus

Black Friday – Nov 25th

- Plan to do this one in advance – probably the week before – most people will be out and about at all the shops on that Friday instead of thinking about spray tanning. Get a jump on it and offer specials before anyone else. Run your specials all week and through the weekend for maximum exposure. **#blackfriday**

Days to Remember

- Nov. 2nd National Stress Awareness Day
 - Offer a "pampering" bundle for this day (shower gels, face masks, bath bombs, spray tan session, moisturizer). Start advertising & make it available for purchase at least a week in advance.
#nationalstressawarenessday
- Nov. 7th National Color the World Orange Day
 - Yeaaahhhh, let's NOT celebrate this one!! :) Just seeing if you are paying attention!
- Nov. 11th Veteran's Day **#VeteransDay**
 - Make a post, ask clients to comment with pictures of Veterans & thank them for their service
- Nov. 13th World Kindness Day
 - Day post on each client's social page something nice about them
#nationalkindnessday
- Nov. 24th Thanksgiving
 - Post Happy Thanksgiving, ask clients to comment what they are thankful for **#HappyThanksgiving**
- Nov. 25th Black Friday **#BlackFriday**
 - Spray tan packages
- Nov. 26st Small Business Saturday **#SmallBusinessSaturday**
 - Do an open house **#shopsmall**
- Nov. 28st Cyber Monday **#CyberMonday**
 - Run deals on your website/social pages

Marketing Idea

Small Business Saturday 26th
This is your chance to be featured front and center of all the madness of holidays. Create promos just for this special day. Thank you for supporting our small business! Use the hashtags **#ShopSmall, #SmallBusinessSaturday, #SmallBizSat, #ShopLocal.**

Looking Ahead -start creating content now!

- Christmas Eve / Christmas / New Years
- Snow / Winter