

July Sunless Support

Themes

Independence Day
Red/White/Blue
Beach / Summer Fun
Christmas in July
Dog Days of Summer

Marketing Ideas

- **Summer Referral Program:** Implement a summer-themed referral program where existing clients can refer their friends or family and receive a special reward or discount. Encourage them to spread the word about achieving a summer glow with your spray tan services.
- **Summer Flash Sales:** Run limited-time flash sales or promotions during the summer months. Create a sense of urgency by offering a discounted rate for a specific number of bookings or a limited time frame.
- **Christmas in July:** Focus on retail items that you need to move & run a sale on these so it will feel like Christmas to your clients!

Looking Ahead- start creating content now!

- Monthly Memberships
 - Back to School
 - Book your rooms and register for Fall trade shows
- www.nationaltanningexpo.com

Product Spotlights

3053	Hat Straw Visor American Flag
86454	Sunglasses Vintage Style USA Flag Assorted
7040	C.C Distressed Ball Cap Denim Star USA
45063	Sunstyle Daily Maintenance Kit
C1ROSSL8	Corsica Rose Glow Lip Balm 0.5 oz.

Days to Remember

- **Independence Day - July 4th:** Plan ahead with a photoshoot with your spray tan clients by the lake, beach, park, cookout, flag, etc. Start posting these in June with a special offer if they book before July 4th.
Social Media Contest: ask clients to post pics of themselves at their parties & cookouts, in the spray tan that you gave them. Ask them to tag you/ your business page for a chance to win a free spray tan!
- **Vacation Preparation Packages:** Promote vacation preparation packages that include a spray tan, exfoliating products, tan extenders, etc.
- **National Ice Cream Month:** Plan ahead for this & do a photoshoot with your spray tan clients at an Ice Cream Shop! Post these throughout the month. **#NationalIceCreamMonth**
- **July 5th : National Bikini Day:** Collaborate with Local Swimwear Brands: Partner with local swimwear brands or boutiques to cross-promote each other's services. Offer exclusive discounts or joint promotions, where clients who purchase swimwear can enjoy a discounted spray tan, and vice versa. Prepare in advance with this one by doing a photoshoot with your spray tan clients in their bikinis - post on social media on this day. **#nationalbikiniaday**
- **July 16th - National Ice Cream Day -** Partner with a local ice cream shop or create your own ice cream-themed promotion. For example, offer a "Sweet Summer Glow" package that includes a spray tan session and a complimentary ice cream treat.
- **July 17th - World Emoji Day:** Get Social: Do a fun social media post, where people only comment in emojis for the day. **#nationalemojiday**
Have your clients wear an Emoji Body Sticker while getting sprayed to create an emoji spray tan.
<https://www.fstanning.com/body-stickers-1000-count-roll.html>
<https://www.fstanning.com/devoted-creations-devojis-sticker.html>
- **July 20th - National Get To Know Your Clients Day:** Client Spotlight: Choose a few clients and feature them on your website, blog, or social media platforms. Share their spray tan journey, before and after photos, and their experience with your services. This not only showcases your work but also makes your clients feel like VIPs.
- **July 24th - Cousins Day:** Book appointments with your cousin for BOGO deals, specials etc.
Get Social: Have clients post pics of their favorite cousins and those that participate can win a prize or just do it for the pure interaction. **#nationalcousinday**
- **July 29th - National Lipstick Day:** Retail lipstick to your clients & encourage them to share their post-tan looks with their freshly tanned skin and vibrant lipstick on social media.
<https://www.fstanning.com/bath-body/lips.html>