

Sunless Support

SEPTEMBER
2023

THEMES!

Labor Day
Football Kickoff
Fall
Back to School



HOMECOMING & FOOTBALL FEVER

It's time to put the spotlight on Homecoming! Sprinkle some sun-kissed magic on high school dance-goers by offering spray tan packages. Plan ahead with post-spray tan photoshoots of the girls in their dresses. Advertise on the back of the local high school football programs, showcasing that your salon is the go-to destination for both football fans and dance queens.

MARKETING MARVELS

September Spray Days

Manly Mondays - Offer a discounted rate on spray tan for male clients on Mondays.

Two Tan Tuesdays - Clients that book on Tuesday get a second spray tan session free.

Wellness Wednesdays - Create special spa day packages that combine spray tanning with other wellness services.

Thirsty Thursdays - Collaborate with a local beverage company to offer complimentary drinks with every spray tan session.

Fabulous Fridays - Encourage groups of friends to book spray tan sessions together for a fun and fabulous Girls' Night Out.

Sample Saturdays - Offer complimentary add-on sample treatments to enhance the spray tan experience.

Selfie Sundays - Offer a special discount or incentive for clients who book their spray tan sessions on Sundays & tag you in a selfie.

LABOR DAY - SEPTEMBER 4TH

Make Labor Day unforgettable with special offers that delight your customers. Buy \$40 in retail products and get free a spray tan as a reward.

DAYS TO REMEMBER

Sept 1st - National Lazy Mom's Day: Nominate hard-working moms for a well-deserved free mobile spray tan, letting them indulge in relaxation while you bring the glow to them. #nationallazymomday

Sept 2nd - World Beard Day: Shatter stereotypes as you promote spray tans for men. Encourage gents to flaunt their impressive beards, proudly displaying the synergy between masculinity and a radiant tan. Post pics of some of the men you have sprayed. #worldbeardday

Sept 4th - Labor Day: Plan ahead for Labor Day with advanced spray tan promotions, making sure your customers shine even brighter on this holiday. #LaborDay

LOOKING AHEAD –START CREATING CONTENT NOW!

Halloween
All Things Fall

PRODUCT SPOTLIGHT



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