

Monthly Marketing

JANUARY 2025



► DAYS TO REMEMBER

January 4th – Trivia Day

- Ask clients trivia questions as they come in for prizes. If you don't want to give away prizes, have fun trivia questions on posties with the answers on the back in each room.
- Be Social: Post random trivia questions on your social media page about you and your business. If clients get them right offer up a nice prize or do a drawing for everyone that participates.

January 8th – Bubble Bath Day

- Have specials or gift sets that include bath bombs, body washes, body scrubs.
- Be Social: Ask clients what their favorite bubble bath rituals are. Post and keep it clean!

January 9th – National Law Enforcement Appreciation Day

- Offer specials for all the law enforcement personnel that are your clients and their families if you want too.
- Be Social: Post pics of your family that is involved in any type of law enforcement or have clients send in pics of their family with a few fun facts about them.

January 14th – Dress Up Your Pet Day

- This is a great day for a social media post and giveaway. Ask you clients to post pics of their pets in their clothing. You will probably get lots of traffic. Hard to turn down pets.

January 24th – Compliment Day

- Have your staff focus on giving at least one compliment to each client that walks in. Write sweet notes on the mirrors in the room or little posties on each bed for the day.
- Be social: Do a post that challenges people to look for the good in people on this day and actively compliment them, have them share their stories.

► TO DO LIST

- Call customers that bought gift certificates or gift cards and remind them of the expirations and attempt to book appointments. Have bundles of things they can take home when they get in the salon.
- Re-lamp and get new acrylics before busy season hits. Have extras on hand so you minimize down time.
- Finalize additions of new equipment or new services and your pricing menu.

THEMES!



- NEW YEAR, NEW YOU
- NEW YEAR, NEW BEGINNINGS

- HAPPY NEW YEAR
- ALL THINGS WINTER