

Monthly Marketing

MAY 2025

> DAYS TO REMEMBER

May 4th - Renewal Day

- Focus on products for hair, skin, and nails. Run a staff spiff for show case items/services like facial care products, spa services, red light therapy or other wellness services you offer.

May 8th - World Red Cross Day

- Have a PC or tablet handy and anyone that comes in and donates to the Red Cross on the spot receives a free upgrade, free packet or discounts on whatever you want to offer.

May 9th - Military Spouses Day

- Designated a day and offer bundles, packages and promos for your military spouses. If you are where you can do it, offer free childcare plus sell packages/appointments for services on that day. We all know they probably don't get much "me" time.

May 11th - Mother's Day

- Have plenty of gift certificates available for purchase. Make sure to offer gift wrap or make them have extra pizzazz since they will be a gift. Ribbons, tissue paper, colorful backgrounds etc.
- Run a contest for your staff to see who can sell the most gift cards/certificates.
- Leave random flowers in some of the units during Mother's Day weekend. Whoever gets a flower, gets \$5 off their next lotion purchase.
- Attach flowers to lotions not moving well and say purchase anything out of the "garden" get free upgrades or a sunless session.
- Have a basket during that week with smaller gift boxes and if a daughter brings their mom in, let the mom draw for a prize. The prize could be 10% off tanning packages, sunless sessions, \$10 gift certificate, ½ upgrade session, just whatever you feel like.
- Men purchase a significant portion of Mother's Day gifts, so make sure



THEMES!

- FLOWERS
- ALL THINGS MOM
- SPRING
- WEDDINGS, BANQUETS, PROMS
- MEMORIAL DAY

you merchandised your Mother's Day gift options front-and-center. This could even include partnering with businesses that have a significant number of male clients for cross marketing (like golf or men's clubs, recreation facilities, gyms, sporting goods stores, barber shops, etc.)

May 26th - Memorial Day

- Break out all the red, white and blue decorations you have.
- Have a fun window display with things to kick off the summer. Beach towels, totes, SPF, relief gels, lip balms, bronzing powders tan extenders, body balms etc.
- Run specials for past and current military and their wives. Be sure to communicate all services you provide to ensure customers are in the know and to create interested.

Graduations:

- Make emergency kits with a lip gloss, a makeup item, a tan extender, and a sunless product to be used for those needed touch ups during special occasions. Your FS Account Manager can help you customize the perfect one.
- Offer special deals on Sunless Sprays – maybe 3 for \$30 deals, charge more if you include a maintenance kit. Perfect for areas with the under 18 bans on UV.
- Offer Mother/Daughter specials on both UV and Sunless packages. For salons with other add-on services, bundle those in the package as well.
- Focus on relaxation and spa type themes to help alleviate the stress of all the hustle and bustle during these times.

Weddings - May is a big month for weddings:

- Capitalize on wedding parties by offering special packages of a variety of services for the entire group.
- Book Sunless Spray parties for the bridesmaid complete with champagne and/or chocolates. Maybe have a make-up artist from a local home-based business come out.
- You can do another emergency bridal retail kit with mascara, lip gloss, body butter/balm for hands (FS offers several), and bronzing powder. You can create some different ones and switch up the products.
- Have some add-on sale items available like lip balms, tan extenders, body butters, and bronzing powders ready for those impromptu sells.

> LOOKING AHEAD

- Start in May planning Father's Day promos.
- You are almost halfway through the year, start looking at your sales numbers. Are you where you want to be? What can you do different the last half of the year?
- Summer is typically slower so start now, really planning your summer campaigns.