

Monthly Marketing

APRIL 2025

▶ DAYS TO REMEMBER

April 1st – April's Fool Day

- Always so much fun but don't give your customers a cardiac event. Get your staff involved and ask them for fun suggestions.
- You could change your name on social media to something fun.
- Have some chairs out front (if you have room), when clients come in have your staff show them your "new tanning room".
- Do random trivia questions, on social media, that are easy and when they get it right, give them a wrong funny answer. First one to say April Fool's wins a prize.

April 7th – No Housework Day

- Promote this as a "do something for yourself day".
- Use relaxation themes in marketing and specials.
- Consider offering double dip deals for UV and sunless today.
- For social media, ask your clients what their least favorite or favorite chore is. Give away a prize from all the comments if you want too.

April 13th – Scrabble Day

- Do some fun word puzzles on social media for your clients that involve tanning. Give away prizes.
- Start a Scrabble game in the salon and let each client do one word for prizes or upgrades if they beat your word.

April 15th: Tax Time

- Run specials where customers don't pay taxes or at least don't pay the tan tax on certain package levels.
- Waive sign-up fees for membership programs.
- Run splurge specials for those getting back some money.

April 20th: Easter

- If they buy one of our product spotlights mentioned above, get 1 month of free tanning or a month worth of upgrades.

- Get large Easter eggs and put a packet, eyewear or something that you offer that will fit; let customers pay \$3 - \$5 and choose an egg or give a free egg with purchase.
- Clients could draw an egg for every visit for prizes which could include free lip balm, free upgrade, free session, free month, free bottle of lotion or moisturizer, free sample packets, 10% next purchase, 10% off apparel purchase, free sunglasses, free spray session, \$25 gift certificate to be used in your store, etc.
- Cut out bunnies or Easter eggs on construction paper, have numbers on 1 side and prizes on the other. Let clients pick a number each visit or purchase.
- Hide Easter eggs in some rooms, if someone finds it they win a prize inside. If you don't want to hide them, then just put on the guest chair, table or unit in random rooms.

April 23rd – Take A Chance Day

- Have games of chance set up in the salon all day to win prizes. Blackjack, dice games, pick a number would all be good games.
- Post on social media "pick a door". Do a fun graphic with multiple doors and have small prizes associated with each door. Reply in the comments with what they win and expiration on cashing in.

April 20th–26th: National Karaoke Week

- Post daily fun videos of your staff singing the chorus to their fav song. Keep it clean.
- Ask customers to post videos of them singing the chorus to a song you choose on Facebook.
- Tweet random music trivia daily and the first person in the door with the right answers wins a prize.

National Wedding Month:

- Plan sunless package specials and focus on sunless retail items.
- Host bridal parties with other vendors or a spa.
- Be sure to have brides and the party post pics or send in pics for use in your advertisement on social media.
- Set up a focal point display with a bride theme and highlight bridal essentials like bronzing powder, sunless touch-up kits, mousse, UV lotions with certain properties for a bride.
- Do a giveaway for a bridal package for anyone that is getting married in April and purchases X amount with you.



▶ LOOKING AHEAD

- Mother's Day
- May weddings
- Graduations
- Banquets
- Proms
- Memorial Day

THEMES!

- RENEW • GROWTH • SPRING • EASTER • FLORAL / FLOWERS
- BRIGHT COLORS, GREEN • APRIL SHOWERS