

Monthly Marketing

AUGUST
2026



► KEEP THE GLOW. KEEP THE GOOD VIBES.

- August is about helping customers hold onto their summer glow while promoting wellness, self-care, and a return to routine.

► PROMOTION IDEAS

- Glow & Go Challenge - Earn a punch for every tanning or wellness visit. Complete the card to receive a free service or product.
- Bring a Friend - both of you receive a free upgrade or wellness credit.
- Retail Special - Buy two products and save, or spend \$100 and receive a free wellness session.
- Customer Appreciation - Surprise one customer each day with a free upgrade, sample, or gift.

► SOCIAL MEDIA IDEAS

- Monday: Motivation or Self-Care Tip
- Tuesday: Tanning Tip Tuesday
- Wednesday: Wellness Wednesday
- Thursday: Throwback Thursday (vacation photos or customer transformations)
- Friday: Fun Friday (staff videos, behind-the-scenes content, or customer spotlights)

► EFT MEMBERSHIP FOCUS

- August is the time to promote EFT memberships and year-round wellness.
 - Offer the first month at a discounted rate or waive the enrollment fee.
 - Include a free wellness session, guest pass, or lotion sample with every new EFT.
 - Train staff to explain the value of an EFT to every customer, especially those purchasing multiple visits or packages.
 - Position EFTs as the best value for customers who tan or use wellness services regularly.

► AUGUST REMINDER

- Summer may be winding down, but customers still want to look and feel their best. Focus on maintaining their glow, promoting wellness, and encouraging year-round EFT membership.

► WEEKLY THEMES

- Week 1 - Beat the Heat
 - Promote Cryotherapy, Red Light Therapy, and wellness services.
 - Offer a "Cool Down Combo" special.
- Week 2 - Keep Your Vacation Glow
 - Promote tan maintenance with extenders, moisturizers, and spray tans.
- Week 3 - Back to Routine
 - Target busy customers with wellness services to relax and recharge.
- Week 4 - Summer Isn't Over Yet
 - Build Labor Day excitement with end-of-summer specials.

