

Monthly Marketing

AUGUST
2025



► DOLLAR DAYS

•This is a good time to do dollar days. Some of our salons say this is the biggest money-making day of the year. Vendor's offer samples for salon event days, so if you haven't already capitalized on this opportunity; it's a good time to do so.

► AUGUST 15TH – NATIONAL RELAXATION DAY

•Advertise and run specials on all your services. If you have massage services add those in too. Focus on gift certificates.

► AUGUST 22ND – BE AN ANGEL DAY

•Promote the Pay It Forward theme and let people buy or gift a tanning session, packets, or a small accessory item to the next person.

► HAPPINESS HAPPENS MONTH

Run a special on all things that make you happy. Do combo bundles on all services. You could do some social media posts about what makes your staff happy and run specials on their favorite lotions or bundles.



THEMES!

- Back To School or College
- Dog Days of Summer
- Relaxation
- Football Kicks Off
- State Fair Season

LOOKING AHEAD

- Christmas... I know but it is never too early!
- Fall
- Halloween
- Thanksgiving
- Re-lamp and change acrylics now
- Think about getting rid of SKU's – 2 more months until 2026 product reveals!