

Monthly Marketing

DECEMBER
2025



► SPECIAL DAYS:

- December 13th - Ice Cream - Team up with a local ice cream shop for coupon deals, host a mini in-salon ice cream party, and run a social media flavor poll for a prize giveaway.
- December 20th - Go Caroling Day - Invite customers to wear your branded shirt and sing a carol to your staff to win a free upgrade, services, packets or other prize. Make sure to get videos (with permission) for social media.

► SALES & DEALS

- Last Minute Flash Sales - Attract shoppers by offering flash sales throughout the whole month of December. Be sure to email, text, and blast the sales on social media.
- Create Bundle Deals - Create 5 different packages for easy shopping available only during Christmas. Price them at various levels from \$50 - \$250 and include personal care items, both UV and non-UV services, clothing, jewelry, accessories, gift cards, massages, just whatever works in the price points. Even if you don't offer certain items year-round, doesn't mean you can't make \$\$\$ during this holiday season.

► MUST TRY BUSINESS IDEAS

- Christmas Basket - Create a basket worth \$200 MSRP for a giveaway on Christmas weekend. Advertise that for every purchase over \$XX.XX amount their name will be entered. Every purchase counts, so multiple entries can happen. Market around "Do your Christmas Shopping with us and win" or something fun and creative like that.
- Greeting Cards - Email or better yet, hand write your best clients a greeting card to let them know you appreciate them and wish them happy holidays. Throw in a "gift" if you wish.
- 12 Days of Christmas Specials - Create a promo calendar, stock up on lotions, accessories, and personal care items, and include specials on all services, not just UV tanning. Highlight slower-moving upsell items to boost sales during the promo period.



► THEMES

- Giving
- Christmas décor - lots of cool things from traditional to modern, think outside the box
- Snow
- Our gift to you...