

# Monthly Marketing

FEBRUARY  
2026



## ► TO DO LIST

- Put together your Valentine's Day email campaign now.
- Put together your Valentine's Day promos, gift certificates and bundle products.
- Review your social media outlets. Do you need to get rid of any platforms and concentrate on just 1 or 2? What are your goals for 2026 with social media?
- Look ahead to Spring. How are you going to bring in new clients? How will you get clients coming in your door to spend more with you this spring?
- Review your area looking for businesses to cross promote for the season.

## ► HEART DISEASE AWARENESS MONTH

- Buy any bottle of tanning lotion with red on it, and the salon will donate 5% or 10% to the Red Cross. (Be sure to have a sign in the salon for customer awareness). Promote thru all social media outlets you use.
- Buy any tanning package over \$XX.XX and the salon will donate 5% or 10% to the Red Cross. (Be sure to have a sign in the salon for customer awareness). Promote thru all social media outlets you use.

## ► FUN DAYS

- Send A Card To A Friend Day - February 7th - You can change this up and send out cards to special clients or to clients that haven't been in for a long time with a special offer.
- National Pizza Day - February 9th - Partner with your local pizzeria and offer a special offer for people that bring in a receipt from that pizza place on this day. They can offer a promo for people that make a purchase at your salon that day in the pizza place.
- Love Your Pet Day - February 26th - We always get the most interaction on our pages with love, kids, and pets. Ask your clients to post their pets and stories about each. You could run a contest for the cutest pet that gets the most likes.



## ► THEMES

- Love
- We Love Our Customers
- Weddings