

Monthly Marketing

JUNE 2025

DAYS TO REMEMBER

June 6th - National Eyewear Day

• This one is really about regular glasses but hey...
Run promos on your different eyewear options for UV tanning. If customers have to buy their own, might do a trade in offer. Customers don't think about throwing old ones away and getting news very often. Offer free pair of eyewear with the purchase of certain bottles, maybe some slower movers. Run a promo on sunglasses that you offer or give away free pairs to every so many people that come into the salon.
Be Social: Take a group pic of your staff wearing their favorite eyewear and use that to announce your promo for the day.

June 15th - Father's Day

• Focus on all the male clientele during the month. Bring in a new product just for them, bath products, shave gel. Give away a Just for Him basket or toolbox type thing. Everyone that does endless season in June gets entered the drawing.
Be Social: Post pics of your staff with their fathers or grandfathers, ask your clients to post pic of them with their father figures.

June 15th - National Nature Photography Day

• Run a photo contest where clients take their favorite lotions, they bought from you and put them in nature. You could give away a certificate to a local photography studio or class, tanning, products etc. Just doing this contest will create tons of social media content for your platforms.

June 18th - National Splurge Day

• Showcase and run promos on all of your high-end bottles. After all it is all about splurging. Run a spiff per bottle for your staff on this day or just a regular contest for top sales. If you have room, create a point-of-sale display in the middle of the lobby. Now would be a good time to show case, other services like sunless, red light, wellness pods. Don't forget about those great skin care products you offer too.



Be Social: Get product images from your distributor or manufacturer for all your high-end bottles and schedule posts about them all day. Have your photogenic staff, take a pic with their fav high end lotion and tell a little about why it is so good.

June 23rd - National Pink Day

• Focus on all things pink in your salon. Some suggested ideas. Get your staff involved and let them wear all things pink.
Be Social: Post pink décor in your salon, post pics of your staff wearing their pink clothes or fun attire. Ask clients to post pics with their favorite pink bottles they purchased from you for a prize. It could be lip balm, skin care, sunless items, or whatever.

June 27th - Sunglasses Day

• You can take from June 6th and do some similar things on this day.

June is....

Candy Month

- Focus on all things UV related that said like candy, fruit, sweets.
- Lay pieces of candy on the tables or chairs in each room.
- Give away a basket full of sweets to anyone that makes a purchase during June.
- Be social: Ask your clients what their favorite candy is and do a drawing or just for fun in the comments.
- Download free candy pics for social media here.
<https://unsplash.com/search/photos/candy>

National Adopt a Cat Month

- Host a cat adoption party at your salon in conjunction with some local shelters.
- For everyone that adopts a pet give them a gift.
- Be Social: Ask your clients to share their cat pics with you. People love this! Do a giveaway or just for fun.
- Download free cat pics for social media here.
<https://kaboompics.com/gallery?search=cat>



THEMES!

- SUMMER
- FUN IN THE SUN
- FATHER'S DAY
- ALL THINGS BEACH, SUN AND SAND