

Monthly Marketing

JULY
2026



► JULY 4TH

- Run a Photo Contest - Have your clients share their favorite July 4th or patriotic photos featuring your salon's products.
- Highlight Red, White, & Blue Products - Create festive displays or social posts featuring patriotic-colored products.
- Join Local Celebrations - Promote your salon through event sponsorships, flyers, samples, or giveaways at community events.

► FUN DATES

- July 14 - Pandemonium Day
 - Offer Wild Specials - Run fun, unexpected deals and giveaways.
 - Dress the Part - Have employees wear mismatched outfits.
 - Post the Fun - Share playful, chaotic content on social media.
- July 20 - National Lollipop Day
 - Treat Your Guests - Place a lollipop in each tanning room.
 - Engage on Social - Share lollipop trivia or ask followers about their favorite flavors.

► THEMES

- Red, White, and Blue
- Continue with Summer fun, sand, beaches, pools, and lakes
- Celebration in general of freedom and fun
- Remember the troops, during Independence Day

► RANDOM

- Grow Your Contact List - Reward clients for updating their email or phone number.
- Reconnect with Clients - Reach out to inactive customers with a summer-only offer.
- Encourage Social Sharing - Have clients post summer photos with your products for a chance to win.
- Host a Free Tan Event - Offer a Free Tan Weekend or Dollar Day to attract new and returning clients.
- Launch a Summer Rewards Program - Reward purchases and visits with points and in August and September, they can cash their points in. This way, you don't have to discount anything.
- Create Summer Survival Kits - Bundle seasonal favorites to boost retail sales.



► CHRISTMAS IN JULY

- Decorate for the Season - Display a mini Christmas tree with summer products.
- Post Holiday Trivia - Share Christmas in July trivia and promotions on social media.
- Promote Early Shopping - Encourage stocking up on retail and sunless products.
- Offer Long-Term Packages - Promote tanning memberships through December.
- Reward Vacation Guests - Have clients bring back a vacation postcard for a chance to win prizes or a free month of upgrades.