

Monthly Marketing

JUNE
2026



► FATHER'S DAY

- Make your product spotlight for the month be on some men's products. Offer your staff a spiff to encourage them to sell more of it.
- If you offer spa services, bundle men's products with other services for the perfect gift.
- For social media, have clients tag your salon with pictures of them with their fathers and grandfathers. You could have them sent to you, and you post the whole week at random times.

► SUMMER

- For social media or in the salon, have clients send their vacation pictures in to you. Whoever travels the longest distance gets a prize pack. Be sure to create a catchy hashtag and have clients tag your salon.
- Do summer Fun & Sun Bags for graduation, senior trips and all the holidays. Mix two different SPF's, tan extender, body wash, lip balm, and sunburn relief. Salons can go to the dollar type stores for cute summer bags or ask Four Seasons for availability.
- Get sand pails and fill them with summer essentials as mentioned above.

► FUN DATES

- National Splurge Day - June 18th
 - I would showcase super high-end UV lotions and offer a great deal. You could give a portion of the amount spent on a \$100 + lotion back in sessions or minutes on various services.
- Best Friend's Day - June 8th
 - You can say bring a friend, get half off any purchase and the friend gets a free gift.
- Sunglasses Day - June 27th
 - Run specials like buy 1 get 1 for 50% off on sunglasses and indoor eye protection.
- Camera Day - June 29th
 - This day speaks for itself. Encourage clients to take selfies in your salon, with your staff, or doing fun things. Post them on social media and tag clients.



► RANDOM

- Summertime is here so anything to do with summer fun, vacation, surf, sand, beach, and pools could create the theme.
- As the temp rises, give a dollar amount or % off your packages and products. For instance, if the temp goes above 100 degrees you get \$10 off.
- Be sure to advertise your offerings to your audience, wherever your community goes to have fun. Hang flyers during festivals, at lake docks/venues, or beach areas/businesses.