

► DAYS TO REMEMBER

March 1st – Employee Appreciation Day

• Host a party for your employees for each shift. Bring in some food, add balloons, or streamers. Showcase each employee and their time with your business, and highlight their favorite service, piece of equipment, and products. Do some sales contests during the day as well.

March 3rd – I Want You to Be Happy Day

• Have fun with this one. Come up with several different options for packages. Set a price for each package but let the customer customize so “they are happy” with their choice. Let them pick one tanning unit or package, one tanning lotion, one sunless, one leg or face product, one moisturizer and/or one sunless service for a set fee.

March 5th – Mardi Gras

• We all can't be in New Orleans so bring Mardi Gras to your clients. Run promos just for this day or the week, use fun décor to spruce up the salon. Post trivia about Mardi gras on your social media page and let participants win something. Be sure to get your clients that visit New Orleans to post “clean” pics to your salon page with their bronze glow.

March 16th – Lips Appreciation Day

• Run a promo on all things lips. Pass out some lip gifts to your staff and maybe pay them a spiff on each one sold. Do a pre-sale education on lips during tanning and why it is important to use a lip balm. To go one step more, have facial bronzers as an additional focus.

March 21th – Fragrance Day

• Do a test on 3 products you were considering adding in the salon by scent. Have the labels hidden and let clients vote on their favorite scent when they come in. This is a good time to cover why your staff shouldn't offer an opinion on fragrance because it is so personal. Ask on social media what your clients' favorite perfumes, UV tanning lotions scents are. Get staff involved and let them run specials on their favs.

March 26th- Make Up Your Own Holiday Day

• Salons could make up a holiday in honor of their self. Give it a creative name, run specials on packages, and upgrades. Have a drawing for random prizes. If you are active on X, formerly known as Twitter, you could post hourly for random specials that are good until the next post which is 60 minutes only.

THEMES!

- LUCK OF THE IRISH
- MARCH MADNESS
- GREEN & GOLD

- ST. PATTY'S DAY
- SPRING BREAK
- SPRING

- POT OF AT THE END OF THE RAINBOW
- SPRING CLEANING

Monthly:

Music In Our Schools Month:

• Most small businesses are very connected with the community. Partner with a local school music program and let your clients donate through purchases made in the salon the whole month of March. Showcase videos or pics of clients performing music, with a special shout out to music teachers. Be sure you post all of this on your social media outlets.

March is Color Therapy Month:

• You could run a special with a different colored theme each week. For example, run all pink bottles, then all blue bottles etc. Play color trivia with your guests for a chance to win free upgrades as they come in the salon. If you are on X, or formerly Twitter, post a question and let the first 5 people with the right answer win. If you were changing colors in your rooms, let your clients vote on their favorite. Get your staff involved and wear the same color salon shirts all week long and then alternate.

National Women's History Month:

• Post trivia or did you know segments throughout the month on women's history. Showcase some of your women entrepreneurs that are also clients. Design promos and specials around this theme in your salon all month long.

National Cheerleading Week – First full week in March:

• This could be HUGE for those in around colleges, or high schools. Promote sunless heavily and be sure to get pics for all the social media outlets. To increase retail, put together some sunless kits with a lip gloss, bronzer, and or a tan extender for your cheerleaders, only. You could also get your staff involved and do a spirit week.

► LOOKING AHEAD

• Weddings

• Easter

• Graduations

• Proms

• Banquets

• Look at bringing in items

to provide sustained sales

throughout the year