

Monthly Marketing

NOVEMBER
2025



▶ NO SHAVE NOVEMBER OR MOVEMBER

- Have a tablet set up for clients to donate to various organizations for men's health. If they donate, they get a special deal on lotion or services or a free gift pack.
- If you have male employee's, do weekly updates on their beards and mustaches for fun.

▶ THANKSGIVING

- Host a food drive with a local organization and give your donors freebies or gifts.
- Give Away a Thanksgiving Dinner – for every \$X a client spends in the salon during November, they go in a drawing for a paid dinner from a place of your choice.

▶ BLACK FRIDAY

- Offer gift wrapping.
- If you do any kind of advertisement or ad boost on social media, offer a coupon code if they mention that ad.
- Send out an email campaign with your deals for the day and promo offers.
- Bundle products and services, especially newer services that you just added or slow-moving items.

▶ SMALL BUSINESS SATURDAY

- Do a contest or drawing for all the people that come in and buy on Small Business Saturday.
- For those clients not afraid of the camera, ask them how long they have been a customer and snap a quick pic to upload to your social media.

▶ NOVEMBER 20 - NATIONAL ABSURDITY DAY

- Make up some CRAZY specials that are out of this world.
- Ask your clients to create their own deals on this day. Have 3 or 4 deals for them to choose from.
- Post all your specials and promos all over social media.
- Have your clients wear absurd hair dos that day for some fun.



▶ THE 3RD WEEK OF NOVEMBER - GAME AND PUZZLE WEEK

- Be sure to blast everything on social media, text, or email.
- Do a contest or drawing for a certain period for all those that buy or visit the salon and give away a game and puzzle pack. Draw just before Christmas so they can use it with the family or as a gift.
- Have clients play games in the store or on social media for prizes. Bingo, Poker, Find the (whatever), Pin the Hat on Santa, Candy Jar Guessing Game, Pull an Ornament from The Tree are just a few ideas.