

Monthly Marketing

OCTOBER
2025



► GENERAL

- Open House - Host an October open house or \$1 Day with seasonal décor. Share your holiday wish list and have a 2-month promo calendar ready.
- Limited-Time Offers - Use bundles and specials to launch new products or move older inventory by pairing with services and personal care items.

► HALLOWEEN

- Haunted House Ticket Promo - Partner with a local haunted house, trail, or corn maze and give away tickets with purchases over set amount to encourage higher spending.
- Halloween Costume Contest - Host a contest where the winner receives haunted attraction tickets. Promote tans and salon products through entries, and maximize exposure by sharing on social media.
- Community Interaction - Partner with local businesses to host a family-friendly event with kids' activities and parents specials. Hand out branded trick-or-treat bags and list your salon as a Halloween stop.

► OCTOBER MONTH

- "You Go Girl" Day (Oct. 11) - Spotlight female clients and entrepreneurs with social media features, specials, and product highlights.
- Self-Promotion Month (October) - Highlight your services, products, and story with regular social posts, discounts for engagement, trivia, and community involvement spotlights.
- Boss's Day (Oct. 16) - Run one-day deals with gift cards, certificates, and gift wrapping. Add a buyer perk like salon bucks, and promote to nearby offices with flyers.
- Black Cat Day (Oct. 27) - Engage clients with black cat costume photo contests and fun in-salon games like Pin the Tail on the Black Cat, offering prizes for participation.



THEMES!

- It's Fall Y'all
- Halloween
- Leaves & Pumpkins
- Football
- Hunting
- Oktoberfest

LOOKING AHEAD

- Christmas... I know but it is never too early!
- Fall
- Thanksgiving
- Re-lamp and change acrylics now
- Think about getting rid of SKU's – 1 more months until 2026 product reveals!