

# Monthly Marketing

JULY  
2025



## ► SUMMER

- Build Summer Survival Kits – we mentioned this before, but it is really a great way to introduce non-UV clients and regular clients alike to your wide array of product offerings.

## ► JULY 1ST – INTERNATIONAL JOKE DAY

- Have clients tell a joke to staff when they come in for a free packet or upgrade or discounts off.
- Post random jokes on social media outlets all day.
- Have clients post CLEAN jokes to social media and the one with the most likes wins a prize pack.

## ► JULY 6TH – INTERNATIONAL KISSING DAY

- Run product spotlight specials on all lip products from lip balms, to masks, to lipsticks and lip glosses. Check out our selection on <https://www.fstanning.com/bath-body/lips.html>.
- Post random tips about lips, lip gloss, lipstick, and overall lip care.
- Have clients post pics of them kissing their significant others, pets, kids etc. Keep it clean! All participants can be entered to win a prize pack.

## ► NATIONAL ICE CREAM MONTH

- Host an ice cream social and a Dollar Day event for your clients.
- Partner with a local ice cream shop in your shopping center. Bring in tickets from your place or theirs, and you both receive a discount.
- For social media you can do “What is your favorite ice cream flavor?” or “Post a picture of you and your bestie eating an ice cream cone.” All contributing participants get entered-into a drawing for a prize pack.



## THEMES!

- Red, white and blue
- Summer fun, sand, lakes, beaches, pools
- Christmas in July
- Dog Days of Summer