

13 Month Promotional Calendar

It's about appreciating and valuing your customers and letting them know it. It's not always offering a discounted service....that trains them to wait for a sale.

January – Girl Time! Bring a friend and save.

Debut a Loyalty Club Program – clients sign up for a quarter, six-months or a year of service and get bonuses. (Prepayment is the access to bonuses.)

February - In the Pink – Get your skin glow on with a mini-peel series

A series of 4-6 mini-peels depending on the product you use and manufacturer guidelines. Remember no face-waxing the day of a peel.

March – Get ready for spring! Start now for smooth hair-free skin to bare on spring break.

Sign up for a series of waxes to optimize smooth hair-free skin. Bonus could be a home-care scrub/lotion to make your work easier. (They should prepay to get their bonus.)

April – Luscious Lovely Lips – Free SPF for lips Go Green efforts

If you offer permanent cosmetics – this is a good time to get spring lip color started.

Or... offer lip conditioning treatments as an add-on to a facial treatment. (cleanse, exfoliate, mask, SPF)

Go green – let them know how you're helping the planet.

May - Let's connect – spring benefit event Promote SPF products

Host an event to benefit a local non-profit

Start promoting SPF for everyone!

June - Make your summer no-fuss – eyeliner promotion (Free mascara)

Offer a free gift with eyeliner, lash lift or other lash services

July – Safe sun tips! Purse size SPF with procedure

Trial sizes/samples of SPF are always appreciated during travel months

August – Family friendly opportunity... network something for kids to do while Mom gets gorgeous

Consider a mini-mani or other simple service

If you have the location and staff, offer a walk in the park or something of the ilk. Be sure Mom signs a participation agreement.

September – Skin rescue month – repair summer damage – mini-treatment series

Mini-treatments are becoming popular just because people are so busy. Offer a mini-series of 4 treatments to get summer skin back in shape.

October - Breast Cancer Awareness Month Educational event Gift for survivors

Host an event focusing on breast cancer awareness or a demo and presentation for your local cancer support organization.

Invite those undergoing chemotherapy to come in for a gentle, relaxing, feel-good facial. No harsh exfoliation, extraction. Just gentle, calming, hydrating. Let them forget they have cancer for an hour. Just be treated “normal.”

November – Be a good neighbor benefit

Donate & save. (credit for donation to your local food drive)

December – Be a Giver and help them focus on the beauty of sharing this season

Help a family or gifts for kids

January – Let's get together

Brow re-enhancement (bonus gift with procedure)

Or – bring a friend and you each get XYZ – could be a discount or a small gift that you can obtain at wholesale. Look for high mark-up value to enhance your offer.

11 Other ways to say I'm thinking of you or I appreciate you...

Birthday cards – (not an email)

Happy Anniversary email

Surprise bonuses – something a little extra today, just because

Looking forward to seeing you – appointment reminder emails.

Cultivate super fans – recognize your best fans, those who post and comment on social media or share you with their friends. – Reward sharers with a thank you.

Educate in person and online about your uniqueness that enhances the value they receive

Personalize, personalize, personalize!!!!

Look for ways to make their experience with you easier. Easier to schedule, easy to access you, easy to check-out and re-schedule.

Inspire them with ideas that help them see the big picture... a series over a solo treatment, products that work together to maximize benefits. They may be so busy they didn't think of that.

Have a dish of candy at reception or in the waiting area...it is seldom ignored. Go for individually wrapped pieces to keep everyone safe and healthy.

Offer spa water – filtered water with slices of fruit for infusing.