

"25 Days of Savings"

HOLIDAY PROMO!

By Brenda Fishbaugh



This is an update of my column that appeared in the November 2012 issue of IST Magazine. Salon operators still ask me about these easy and clever ideas to spice up your Holiday Season sales.

Got a dry-erase board and a Facebook page? That's all you need to offer "25 Days of Savings." Every day leading up to Christmas, write a different special offer on your dry-erase board and post it on your Facebook page. Keep all the upcoming specials a secret, so customers have to come into your salon or look on Facebook to see what each day's offer is. This is a great way to have fun and keep your customers focused on tanning during the distracting holidays!

Try offering spray-tans for a discounted price, free disposable eyewear with any purchase, teeth-whitening specials, free lotion packettes with every upgrade and "Buy 5 Tans, Get 1 FREE." Don't have 25 days until Christmas? Offer "12 Days of Savings," instead.

Energize holiday sales by offering "Red Tag Lotion Specials." On each lotion bottle is a sticker that offers discounted upgrades, free goggles, sunless, moisturizers and the like – NOT a discounted lotion price! This encourages guests to buy the lotion to get the great deal; perhaps they will give the "special" item as a holiday gift. When the lotion is sold out, the Red Tag Sale is over. This creates an immediate need for your salon guests to buy and allows them to enjoy some savings!

Also, don't miss taking advantage of offering special deals during the after-Christmas rush. Offer a "New Year's Eve Cocktail" during the week AFTER Christmas. When the "25 Days of Savings" have ended, switch to this promotional plan that gets tanners ready for their strapless New Year's Eve party dresses. The NYE Cocktail deal offers a couple of high-pressure sessions with high-end lotions for tanners who don't keep up their tans over the holidays, but want to look great when they dress up for parties. Also offer a couple of sunless sessions with pre-spray exfoliating and after-spray moisturizing

products as another way to get their skin ready for classy NYE events. Your guests will just love these promos!

How can you dream up your own fun specials? Get your team together and ask them to imagine what specials they would want to be offered if they walked into a salon to buy a package at the holidays. You want all your promos to be unique, valuable, and brighten your guests' holidays. These are not your "sell off discontinued items" sales. They are created to give your guests a gift, as they are giving their friends and family gifts, as well as capture those holiday dollars they are going to spend elsewhere. ■

Email WinkEase@WinkEase.com with the subject IST Holidays, and we'll send you a holiday gift you can share with your guests.



About the Author:

Tanning industry veteran Brenda Fishbaugh is president of Eye Pro, Inc., makers of disposable eyewear. She travels extensively training

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