

SALES AND MARKETING 2020

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APRIL

Special Days & Holidays:

April Fools 1 - Tax Day 15 - Good Friday 10 - Easter Sunday 12 - Earth Day 22 - Hairstylist Appreciation Day 25 - Administrative Professional's Day 22- Arbor Day 24

Register for the SSPA spring event Artistry Live—May 31 at the Crown Plaza Minneapolis.

Promotion:

Organize an in salon event or promotion in honor of salon Stylists.

Upcoming:

Mothers day is next month. Think of 3 ways your clients and your team can show Mom how great she is.

Remember now is the time to prepare for weddings and proms.

Action:

- 👉 Check how you are doing on your goals for 2020.
- 👉 May 3-9 is National Small Business Week, start thinking about how you can attract new clients.
- 👉 Continue promoting Easter and wedding specials.
- 👉 Start promoting summer specials such as body scrubs, sun protection and fat blasting services.
- 👉 Don't forget to look into festivals in the area and see what festival inspired services you can provide.
- 👉 56% of females ages 18-24 seek natural beauty products.
- 👉 How does your client loyalty program look? Set aside time this month to re-evaluate your reward programs.
- 👉 SSPA offers the "Full 8" which provides you with 4 hours of CORE and 4 hours of Professional Practice all-in-one day.



MAY

Special Days & Holidays:

May Day 1 - 5 National Small Business Week 3-9 - Cinco De Mayo & National Teachers Day 5 - National Receptionist Day 13 - Mothers Day 10 - Memorial Day 25

Still time to register for SSPA's spring event Artistry Live— May 31 at the Crowne Plaza Minneapolis.

Promotion:

- 🌸 Wedding season is here, enjoy this special time of year.
- 🌸 Those Mother's Day specials should be flying off the shelf this month. This is the best time of year to promote gift card purchases to husbands and sons.
- 🌸 Don't forget the dad's! Father's Day is next month. Brainstorm ideas that focus on dad's special day.

Action:

- 🌸 Now is the time to schedule your fall education calendar.
- 🌸 Implement changes or updates you decided on last month to your client loyalty program.
- 🌸 Start your Dads and Grads promotion at the end of May. (such as BOGO)
- 🌸 College students are home for the summer. Start promoting summer discounts packages just for them.
- 🌸 Focus on rebooking your clients this month to fill your book during the slower summer months.
- 🌸 Check your inventory and make sure you have clarifying shampoo, spray tanning supplies and SPF moisturizers.
- 🌸 Stay on top of the time-of requests so you are properly staffed.

Sign up for a CORE: Health, Safety, Infection Control and Laws and Rules class today at sspatoday.com.



JUNE

Special Days & Holidays

National Nail Polish Day 1 - National Donut Day 5 - Father's Day 21 - National Splurge Day 18 - National Selfie Day 21 -

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Growth

- ☀️ Focus on providing an amazing client experience at the chair to increase retention.
- ☀️ Continue marketing for Dads and Grads.

Action

- ☀️ Do mid-year performance review of the business and re-evaluate your 2020 goals.
- ☀️ Make sure you are actively initiating growth strategies such as up-selling, cross-selling, rebooking and selling packages.
- ☀️ Use your software to check for clients who have not come in within the last 60 days and send them an email reminding them to come visit. Include a small discount to help incentivize them.
- ☀️ The men's grooming market is projected to hit \$78.6 billion by 2023. Think of ways you can grab a piece of that market.