

NATIONAL SPRAY TANNING DAY



NORVELL

versaspa[®]
beyond tan

WELLFIT[™]

TURN THE DAY UP A SHADE

SPECIAL PRICING

Offer \$25 spray tans or promo packages to attract new clients

PRODUCT BUNDLE

FREE Spray Tan with other services or product purchases

REFERRAL BONUS

Bring a friend, get a free spray tan session (*same-day redemption*)

UPGRADES

Encourage new memberships & tier premium upgrades

BUILD ANTICIPATION

Start your campaign early with teaser posts and countdown clocks. Share sneak peaks of your exclusive NSTD offerings to generate buzz and excitement among your client base.

- Post daily countdowns on social media
- Share behind-the-scenes preparation content
- Highlight special promotions and bundles
- Engage followers with interactive stories

ENGAGE COMMUNITY

Leverage co-branded digital assets to create a cohesive campaign. Use email templates to reach your existing clients and social media content to attract new ones.

- Encourage clients to use campaign hashtags
- Showcase client transformation and testimonials

APPOINTMENT BASED

Limited Appointments: Create urgency “only 15 slots available - book now before they’re gone!”

Premium Experience: Offer luxury tanning sessions with extended consultation and custom color matching

Social Incentives: “Post your glow and tag us for a chance to win a free tanning session!”

Referral Bonuses: “Bring a friend - you both save \$20 on your tans!”

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National Spray Tanning Day was absolutely transformative for our salon. We booked solid for 3 days straight and gained 47 new clients who are now regulars. The marketing materials made promotion effortless - we just posted and watched the appointments roll in. Hands down the best promotional event we’ve ever participated in.

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FOR SALON OWNERS

Flash Sales: “First 20 bookings receive 40% off full-body spray tans - one day only!”

VIP Packages: Bundle tanning with add-on services like WellFit Skin Treatments or express options at premium pricing

Group Bookings: “Book a party of 4+ and everyone saves 30%”

Loyalty Rewards: Double points or exclusive perks for existing clients who book on National Spray Tanning Day

LEARN MORE

www.innovebw.com