

SPRING BREAK CAMPAIGN CHECKLIST

Use this checklist to activate the Spring Break Ready campaign in your location. The goal is to promote **WellFit Treatments as pre-trip skin prep.**

1. SET YOUR PROMOTION

- Decide how your location will participate
- Choose a Spring Break promotion (bundle, upgrade, or discount)
- Set promotion dates based on local school Spring Break schedules
- Train front desk on how to explain WellFit

Example offers:

- WellFit Treatment + Spray Tan bundle
- Book a WellFit Treatment, 20% off retail products
- Group booking incentive for friends traveling together

2. UPDATE IN-LOCATION MARKETING

Make sure clients visiting your location see the promotion.

- Display Spring Break Ready signage at the front desk
- Add messaging to mirrors, counters, or check-in areas
- Ensure staff mentions Spring Break prep to clients booking appointments

Key message for staff:

"Many clients prep their skin with a WellFit Treatment before travel, and some choose to add a spray tan for glow before vacation."

3. PROMOTE ON SOCIAL MEDIA

Use the campaign assets to promote pre-trip skin prep.

- Post Spring Break Ready campaign graphics
- Share your Spring Break promotion details
- Post countdown reminders leading up to travel weeks

Example messaging:

"Spring Break starts with skin prep. Ask about WellFit Treatments before your trip."

4. EMAIL YOUR CLIENT LIST

Drive bookings by reminding clients to prepare before travel.

- Include your local promotion details
- Add your booking link or appointment phone number

5. ENCOURAGE ADVANCE BOOKING

Spring Break traffic happens across several weeks.

- Remind clients to book before their trip dates
- Encourage booking 1–3 days before travel
- Offer group booking options for friends traveling together

6. TRACK WHAT WORKS

Use this campaign to learn what promotions drive the most appointments.

- Monitor WellFit Treatment bookings during March–April
- Share feedback or results with the WellFit team

GOAL: Drive more WellFit Treatments during Spring Break travel season!