

Spa & Beauty Management Marketing Calendar - 12 Month Promotion

	Event	Season		Seasonal Body Product Focus	Marketing	Focus Promo
January		Summer	Tourist Low Season	New Year, New You		
February	Valentines Day		Close down			
March		Autumn		Massage and Sauna		
April	13-1 May - School Holidays Easter			Hot Stone Massage Herbal Compress Massage		
May	May 1 - Back to School Mothers Day			Ball Season		
June	Queen's Birthday	Winter		Peels/Facials Winter Holidays		
July	7-24 July - School Holidays			Ball Season - Makeup - Winter looks		

August						
September	Fathers Day 29-15 October School Holidays	Spring		Toes / Waxing Body Scrubs		
October	15 October - Back to School Halloween			X-mas gifts and vouchers Makeup - Summer		
November	Sanctuary 3year Birthday Guy Fawkes			Body - Pure Fiji Sunblock		
December	School Year Finishes - Holidays Christmas	Summer	Tourist High Season	After sun care		
Additional						
Loyalty - Spa Indulgence - \$25/wk + \$20/mnth extra						
Loyalty - Concession Cards - Buy 5 Get 6th Free						
New Clients - \$20 off any 1 hour Service						
Real Estate - \$20 off any 1 hour Service						
Gym - Sauna promotion - 15 min session / upgrade						

Facebook	
Social Media	