Holiday Promotions That Actually Work

Six Salon Pros Share Their Best Strategies for Driving Fall & Holiday Revenue

BY **JOE SCHUSTER**

With equipment performing at its best and fall maintenance nearly complete, the next opportunity is turning that operational strength into revenue. While many salon owners focus on preparing their equipment for busy season, the most successful salons know that holiday sales don't happen by accident, they're the result of months of planning, intentional marketing, and a team that's ready to execute.

September is the ideal time to begin laying the groundwork. From planning Pink Week and holiday promotions to ordering inventory, training staff, creating marketing campaigns, and building excitement long before the first sale begins, the decisions made now will shape your fourth-quarter success.

To help you prepare, we asked several of our Salon Pros to share the strategies that have consistently helped them increase traffic, strengthen customer loyalty, and maximize holiday revenue. While each salon has developed its own unique traditions, you'll notice several common themes throughout their advice: start early, create anticipation, engage your staff, and give your clients a reason to keep coming back.

Whether you're hosting your very first Pink Week or looking for fresh ideas to elevate an established holiday tradition, these proven strategies are designed to help you finish the year stronger than ever.

Victoria Cordes
Bear Naked Tanning

Preparing early for big events like Pink Wednesday is one of the biggest keys to having a successful event. The earlier you start planning, the better the outcome. By October, we already have our sales finalized, pricing set, and the theme picked out. Key staff member Megan Allen begins working on our promotional video while we're designing flyers, postcards, and all of our marketing materials.

Starting November 1, we completely transform our salons with over-the-top pink Christmas décor. And when I say we go all out...I mean **ALL OUT!** *The decorations naturally get customers asking, "Why is everything pink?" which opens the door for conversations about our upcoming Pink Week and Pink Wednesday event.*

We also place postcards on every tanning bed, distribute them to surrounding businesses, and have our staff wearing Pink Week shirts all month long. It creates excitement and keeps the event top of mind without giving everything away.







One thing we've learned over the years is not to announce the actual sale details too early. If customers know exactly what's coming a month in advance, many will stop purchasing and simply wait for the event. While that may increase event-day sales, it can significantly hurt your overall November revenue. We typically reveal the deals only a couple of weeks beforehand to build anticipation while still maintaining business throughout the month.

Another strategy that's been incredibly successful for us is creating urgency with doorbusters and "First 10 Customers" gifts or exclusive surprises. Giving customers a reason to be there right when the doors open creates excitement and energy throughout the day.

Last year, we introduced something new—our VIP Pink Pass—and it exceeded every expectation. Beginning November 1, customers could purchase a limited VIP pass for just $15, which included:

Early access to Pink Wednesday deals one full week before everyone else

A special surprise gift

Access to newly released lotions that weren't available on Pink Wednesday

One FREE WellFit Hydrate session

A more relaxed shopping experience before the crowds

We limited the passes to just 15 per salon, and they sold out incredibly fast.

The VIP event solved several challenges at once. It allowed us to:

See which lotions and promotions customers were most excited about.

Place additional inventory orders before Pink Wednesday.

Work through any pricing or POS issues before the big event.

Give our staff a chance to practice the promotions before the busiest day of the year.

It essentially became our dress rehearsal before the main event.

Every year our Pink Wednesday continues to grow. Our staff fully embraces the theme by dressing in as much pink as possible, decorating, and making the day genuinely fun. Their excitement becomes contagious, and our customers feed off that energy.

Nikki Capps
Tantilizing Tans

You've heard the saying, "If you fail to prepare, you prepare to fail." I can definitely relate. More times than I'd like to admit, I've thought I was fully prepared, only to realize halfway through an event or sale that I could have done so much better.

After 16 years in business, we're still going strong—but every year teaches me something new. One area I've focused on the most over the past few years is preparing for events and sales.

When National Spray Tan Day became a nationwide collaboration, it made a huge impact on the success of our event because salons across the country were advertising and talking about it together. Pink Wednesday, which has now evolved into Pink Week, has really started to catch on. I truly believe that if even more salons participate, we can turn it into a nationally recognized event that benefits everyone.

Creating an event that generates excitement and meaningful revenue doesn't happen by accident—it takes planning.

Start by asking yourself a few questions:

Will your event last one day or several days? We've found that one day isn't enough, but a full week is too much. For us, three to four days seems to be the sweet spot.

Will you have a theme beyond just Pink Week?

Are you going to create event T-shirts for your staff? Last year, we held a design contest among our team, then had everyone vote for their favorite. It was a fun way to build excitement before the event even started.

What specials will you offer? "Tan Till the End of the Year" is always a customer favorite. We also offer a special All-Access Membership designed for guests who want to enjoy our services year-round. It requires a 12-month commitment with no freezing or canceling, and it has been one of our most successful promotions.

What lotion specials will you run? Consider offering free tanning with the purchase of select lotions. It's a great promotion because it adds value without discounting your retail products.

Will you offer a free gift card with qualifying purchases? If so, require it to be redeemed during a slower time of year—January, for example—to help drive traffic before busy season begins.

Next, consider your marketing.

Where are you going to advertise? Will you invest in paid social media or Google Ads? If so, what's your budget? Will you visit local businesses with flyers or partner with businesses in your community to help spread the word?

Most importantly, what are you going to do to build excitement with both your current clients and potential new customers?

Make sure all of your marketing—social media, flyers, emails, in-store signage, and paid advertising—shares a consistent look and message. That consistency builds recognition, reinforces your brand, and creates excitement leading up to the event.

We still have time to prepare, so let's make the most of it. If we all start promoting Pink Week now and flood social media with fun, creative

content, we can create excitement across the country, fill our salons with new and returning clients, and make this the best Pink Week yet.

Lori VanDeWall
The Beach House Tanning Salon

Holiday Promotion Planning

September is the ideal time to begin planning your holiday marketing strategy. Preparing early allows you to build excitement, create anticipation on social media, and have your salon fully decorated and ready before the busy holiday season begins. At The Beach House, we focus on three signature holiday promotions that consistently increase client traffic, boost sales, and create memorable experiences.

Pink Week

Our first major event is Pink Week, held during Thanksgiving week (Monday through Sunday). Each year we choose a unique theme that transforms the entire salon into an immersive experience.

This year's theme is Pink in the City, inspired by Sex and the City. Every room and our reception area radiate pink while capturing the style and sophistication of Carrie Bradshaw and her iconic friends—Samantha, Charlotte, and Miranda. Daily promotions are inspired by the show's characters and memorable New York City locations, while sneak peeks, countdowns, and social media videos build excitement leading up to the event.

For us, Pink Week isn't just about offering discounts—it's about creating an experience our clients remember and look forward to every year.

Holiday Giveaway Event

Immediately following Pink Week, we kick off our December promotions.

From December 1–12, we celebrate 12 Days of Our Team's Favorite Things, inspired by Oprah's "Favorite Things." Each day features one employee's favorite item. Every client who visits receives an entry to win that day's prize, and any purchase earns an additional entry.

The prizes aren't necessarily salon-related—they're simply items our team genuinely loves. That personal connection helps clients get to know our staff while making each day's giveaway feel unique.

From December 13–24, we transition into our 12 Days of Christmas, featuring a new luxury giveaway and an exclusive daily promotion. The changing prizes and specials encourage clients to visit the salon multiple times throughout the holiday season.

It's also our opportunity to spoil our loyal clients a little and thank them for supporting us throughout the year.

Golden Ticket Event

To close out the year, we host our Golden Ticket Event from December 27–January 1, inspired by Charlie and the Chocolate Factory.

We sell a limited number—typically 100 to 125 Hershey's candy bars—for $40 each, with a prize hidden inside every wrapper. Most tickets are redeemable for three UV tanning or wellness sessions (valued at $120), while a select few contain a coveted Golden Ticket redeemable for one year of Limited & Luxury Tanning or one year of Spa Services, with the winner choosing their preferred prize. Winners have one year to redeem their prize.

One of my favorite parts is that I never tell my team how many Golden Tickets are hidden. They get to experience the excitement right alongside our clients.

Limiting the number of candy bars creates urgency, and this promotion has consistently become one of our most successful year-end events.

These three holiday campaigns have become annual traditions for our salon. Together, they increase revenue, encourage repeat visits, strengthen client loyalty, inspire holiday cheer, and create experiences our clients genuinely look forward to every holiday season.

Vic Perrin
Total Tan

After more than 30 years in retail, I've learned just how important seasonal promotions are to growing both revenue and profitability. Capitalizing on holidays, seasonal demand, and special events is vital to the long-term success of any business.

Many salon owners—and my fellow Salon Pros—have developed outstanding strategies around Pink Week and Black Friday, so I'll leave those ideas to them. Instead, I'd like to share one of the easiest promotions we've found to consistently generate additional sales.

Our loyal clients already buy our goods and services, but we have to give them reasons to keep coming back. We love surprising them with seasonal decorations, giveaways, in-store events, thank-you gifts, and simple "Free with Purchase" promotions.

The best part? They're incredibly easy to create.

Look for inexpensive items from your lotion supplier, local dollar store, online retailers, or even local craft vendors. Interestingly, I suggest choosing items that have nothing to do with tanning. Jewelry, candy,

cosmetics, toiletries, fragrances, Christmas ornaments, or stocking stuffers often create far more excitement because they're unexpected.

Choose the retail product you want to promote, bundle it with the free item, build an attractive display, and clearly communicate the value with signage. Just be sure to include the cost of the free item when determining your promotional pricing so the offer remains profitable.

When your staff enthusiastically presents these promotions, you'll often generate purchases from clients who had no intention of buying anything during that visit. It also gives your team something fresh and exciting to talk about, which naturally increases engagement and enthusiasm.

Don't overlook your tanning suppliers either. Many offer travel bags, sunglasses, cosmetics, hair care products, and specialty retail items that make excellent seasonal gifts. Select products you genuinely like, get creative with pricing and presentation, and you may be surprised how many regular clients enjoy doing a little holiday shopping during their salon visit.

Good luck, and Happy Fall!

Emily Sigmon
Owner, Carolina Tan & Wellness

At Carolina Tan & Wellness, holiday promotions like Pink Week aren't sales we throw together in November. They're something we build excitement for all year long.

What began as a one-day Pink Wednesday event has grown into an entire week of celebration during Thanksgiving week, and our preparation starts months in advance.

Throughout the year, we host three





signature events—Free Tan Days, Free Spray Day, and Free Spa Days. Each event offers exclusive Pink Week VIP tickets along with a few fun clues about that year's theme, creating anticipation long before the sale begins.

VIP tickets are only available during these events and, if any remain, beginning November 1.

This year's $20 VIP Ticket includes:

Enhanced Pink Week discounts

Exclusive early access the Saturday before the sale

Entry into our grand prize drawing



For 2026, our Diamonds Are a Girl's Best Friend theme, inspired by Gentlemen Prefer Blondes, became even more exciting through a partnership with a local jewelry store. One lucky VIP winner will receive a genuine diamond pendant necklace.

We also keep Pink Week top of mind in a simple—but incredibly effective—way every Wednesday.

Our team swaps their traditional black uniforms for pink and wears signs that read:

"Ask us why on Wednesdays we wear pink."

It sparks conversations, builds curiosity, and reminds clients that our biggest event of the year is always just around the corner.

Michelle Walter
Island Glow

After 16 years in business, I've learned that every Pink Week looks a little different. The industry changes, customer buying habits evolve, and honestly, I've changed as a business owner. For years, I believed the bigger the discount, the bigger the success.

In 2025, everything changed.





Instead of asking, "How can we make this the biggest sale ever?" I asked a different question:

"How can we create the most excitement while protecting the long-term health of the business?"

That shift in thinking changed everything.

One of my favorite sayings is, "Early is on time. On time is late." One of the biggest mistakes I see businesses make is waiting until the week of their sale to start talking about it.

We begin building anticipation at the beginning of November by sending teaser emails that hint at Pink Week without revealing the actual promotions. Inside the salons, colorful flyers and large posters remind clients that something exciting is coming. We even display signage outside each location to spark curiosity from passing traffic.

Every year, I design a custom Pink Week T-shirt exclusively for our team. Those shirts become walking advertisements all month long. Instead of paying for another advertisement, our staff becomes the marketing.

About one week before Pink Week, we shift into high gear. Meta campaigns on Facebook and Instagram become highly targeted using geographic audiences around each salon location. Google advertising increases, and because nearly all of our appointments are booked online, we add a website pop-up announcing that Pink Week is almost here.

The biggest addition to our 2025 strategy was an Early Access Pass. For $15, customers could purchase a limited number of Pink Week passes the week before the event, giving them exclusive access while creating excitement and generating revenue before the official sale even began.

One of the biggest lessons I've learned is to follow the KISS Principle: Keep It Simple.

Complex promotions may sound exciting, but they're often difficult for staff to remember and confusing for customers to follow. Keeping each day focused on one primary promotion made execution smoother for everyone.

Our schedule looked like this:

Day One: Package Day

Day Two: Retail Day

Day Three: BOGO Retail Day

Day Four: Membership Day

Day Five: Yearly Membership Celebration

Looking back, the greatest success wasn't just the revenue.

It was the simplicity.

The promotions were easy for my staff to understand, easy for customers to follow, and easy for us to execute. That allowed our team to focus less on remembering complicated rules and more on creating an exceptional customer experience.

I wish each of you the very best as you prepare for your own Pink Week this year.

Final Thoughts

If there's one lesson that connects every Salon Pro featured here, it's that successful holiday promotions begin long before the first customer walks through the door.

Whether it's creating VIP experiences, building anticipation through marketing, designing memorable themes, simplifying promotions for your staff, or finding creative ways to reward loyal clients, each contributor shares a common philosophy: planning creates profit.

While every salon's market, clientele, and budget may be different, the principles remain the same. Start early. Train your team. Create excitement instead of simply offering discounts. Give clients an experience they'll remember, and they'll return long after the holiday season has ended.

As you prepare for the busiest months of the year, remember that your promotions don't have to look exactly like anyone else's. Take the ideas that fit your salon, adapt them to your community, and make them your own. The most successful holiday traditions all started with one salon owner willing to try something new.

Here's to a successful fall, a record-breaking Pink Week, and finishing the year stronger than ever. ●