



MY BEAUTY BUSINESS PROMOTION/MARKETING CALENDAR 2020



MONTH	FOCUS	IN-SALON	WEBSITE	SOCIAL MEDIA	PR	ADVERTISING DIGITAL SOCIAL MEDIA	DIRECT MAIL	EMAIL MARKETING	OTHER	WHO IS RESPONSIBLE
JANUARY	NEW YEAR									
	6-8 WEEK RETAIL PROMO	YES	YES	YES				YES		
FEBRUARY	VALENTINE'S DAY									
	FEBRUARY SERVICE PROMO	YES		YES		SM ADS/POST BOOST		YES		
	AntiBullying/Pink Shirt Day Feb 27	YES			YES			YES		
MARCH	ST PATRICK'S DAY									
	6-8 WEEK RETAIL PROMO	YES	YES	YES				YES		
	SPRING LIGHTENING CONTEST	YES		YES		SM ADS/POST BOOST		YES		
APRIL	EASTER/SPRING BREAK									
	SALON GIFT CARD SALE	YES		YES		SM ADS/POST BOOST		YES		
MAY	MOTHER'S DAY									
	6-8 WEEK RETAIL PROMO	YES	YES	YES				YES		
JUNE	FATHERS DAY									
	SELFIE STATION SM CONTEST	YES		YES		SM ADS/POST BOOST		YES		
	COLOR PREBOOKING CONTEST	YES		YES				YES		



MY BEAUTY BUSINESS PROMOTION/MARKETING CALENDAR 2019/20



MONTH	FOCUS	IN-SALON	WEBSITE	SOCIAL MEDIA	PR	ADVERTISING ONLINE/OFFLINE	DIRECT MAIL	EMAIL MARKETING	OTHER	WHO IS RESPONSIBLE
JULY	SUMMER SERVICE PROMO	YES		YES		SM ADS/POST BOOST		YES		
AUGUST	6-8 WEEK RETAIL PROMO	YES	YES	YES				YES		
SEPTEMBER	BACK TO SCHOOL									
	MAKEOVER EVENT/CONTEST	YES		YES	YES	SM ADS/POST BOOST		YES		
OCTOBER	HALLOWEEN									
	6-8 WEEK RETAIL PROMO	YES	YES	YES				YES		
NOVEMBER	MOVEMBER	YES		YES	YES	SM EVENT AD		YES		
	BLACK FRIDAY									
DECEMBER	CHRISTMAS									
	SALON GIFT CARD SALE	YES		YES		SM ADS/POST BOOST		YES		
	6-8 WEEK RETAIL PROMO	YES	YES	YES				YES		