

MOTHER'S DAY

MAY 2025

SALON MARKETING CALENDAR

May is all about **meaningful connections**, pampering moms, and stepping into summer with confidence. From **Mother's Day** glow-ups to Memorial Day makeovers, there are endless ways to make your clients feel radiant!

Join us in celebrating with Spark!

MOTHER'S DAY

MAY MARKETING MADE EASY FOR SALON SUCCESS!

May is all about **celebration, connection, and confidence** as we gear up for summer! With **Mother's Day, Memorial Day, and Mental Health Awareness Month**, it's the perfect time to pamper your clients and remind them that self-care isn't selfish—it's essential.

🌸 With clients ready to celebrate the women in their lives, May is the perfect time to spotlight feel-good glam and meaningful moments. 🌸

Our 2025 May Marketing Planner gives you **fresh, thoughtful strategies to help you create promotions that connect.** From Mother's Day makeover bundles to Memorial Day-ready styles, we've crafted ideas that deliver results and client love.

So grab your iced coffee, tap into your creative side, and make May a month of magic and memorable makeovers! With the right plan, your salon will stay top-of-mind—and fully booked.

MAY

THE MONTH OF CELEBRATION,
SELF-CARE, AND SUMMER-
READY TRANSFORMATIONS



SUN	MON	TUES	WED	THURS	FRI	SAT
				1 Int'l Workers' Day	2	3
4 Star Wars Day	5 Cinco de Mayo	6	7 National Hair Stylist Day	8	9	10 Nat'l Small Business Day
11 Mother's Day	12	13	14	15 Int'l Day of Families	16	17
18	19	20	21	22	23 National Lucky Penny Day	24
25 National Wine Day	26 Memorial Day	27	28 Hamburger Day	29	30	



Marketing Tip



Make May a Month of Meaningful Makeovers!

May is all about heart, hustle, and hair. From celebrating moms to kicking off summer styles, now's your chance to turn feel-good moments into fully booked chairs.

Launch **"Mother's Day Makeover"** bundles with a blowout, gloss, and style. Pair it with gift card promos or mini add-ons for a personal touch.

Memorial Day Weekend? Time for a "Ready, Set, Summer" special—think color refreshes, beachy waves, and styling kits to-go.

Keep the momentum with a **Refer & Reward system—\$20 off** for your clients when they bring in their besties. Bonus: a free blowout after 3 referrals!





MAY

YOUR MONTHLY PLANNER

MUST TRY PROMO IDEAS

- Mom & Me Blowout Bundle:**
Celebrate Mother's Day with a special package for moms and daughters. Includes a blowout, gloss treatment, and a glass of bubbly. A photo-ready moment they'll never forget!
- Pre-Book & Save for Summer:**
Encourage clients to lock in their next appointment before they leave. Reward early birds with **10% off** or a free deep conditioning add-on for their next visit.
- Friends Who Glam Together:**
Clients who bring in a friend get **\$20 off**; the friend gets \$10 off their first visit. Bonus: Refer 3 friends and earn a complimentary blowout or style session!

MAY IS MADE FOR CELEBRATION!

-  Honor moms, kick off summer styles, and keep chairs full with confidence-boosting glam all month long.
-  *Your salon = the go-to spot for beauty, bonding, and bold new looks!*



DID YOU KNOW?

150 times

That's how many times the average woman changes her hair in a lifetime. That's 150 chances to inspire a glow-up, mark a milestone, or just try something new. Your salon isn't just about services—it's where style stories begin.

MOTHER'S DAY

MAY 2025

SALON MARKETING CALENDAR

May is all about **meaningful connections**, pampering moms, and stepping into summer with confidence. From **Mother's Day** glow-ups to Memorial Day makeovers, there are endless ways to make your clients feel radiant!

Join us in celebrating with Spark!



APRIL 2025

SALON MARKETING CALENDAR

April is a month of fresh starts, beauty renewal, and self-care! With **Easter, Earth Day, and National Self-Care Day**, it's the perfect time to help clients refresh their look and embrace the season.

Join us in celebrating with **Spark!**

Easter

Egg Hunt



APRIL MARKETING MADE EASY **FOR SALON SUCCESS!**

April is all about renewal, self-care, and fresh transformations as we fully embrace spring! With Easter celebrations, Earth Day awareness, and longer, sunnier days ahead, this is the **perfect time to refresh your brand** and engage your clients with creative seasonal promotions.

🌸 With clients looking for a seasonal refresh, April is the ideal time to showcase vibrant new looks and sustainable beauty trends! 🌸

Our 2025 April Marketing Planner gives you **everything you need to craft engaging, results-driven promotions** that resonate with your audience. From spring glow-up packages to Earth Day-inspired specials, we've curated strategies to help your salon thrive.

So, grab your favorite drink, spark your creativity, and make April a month of fresh beauty and growth! With the right plan, your salon will keep clients inspired and coming back all year long!

Easter

Egg Hunt

APRIL

THE MONTH OF RENEWAL,
SELF-CARE, AND FRESH
TRANSFORMATIONS



SUN	MON	TUES	WED	THURS	FRI	SAT
		1 April Fool's Day	2	3 National Find A Rainbow Day	4	5 Nat'l Caramel Day
6	7 World Health Day	8	9 National Nail Polish Day	10	11 National Pet Day	12 National Spa Day
13	14	15 Tax Day	16 Nat'l Stress Awareness Day	17	18 National Perfume Day	19
20 Easter Sunday	21 National Tea Day	22 Earth Day	23	24	25 National Hairstylist Appreciation Day	26 National Makeup Artist Day
27	28	29	30 National Hairstyling Day			



Marketing Tip



Boost Your Salon's 2025 Success with Seasonal Self-Care Specials!

Spring is all about self-care, transformation, and fresh looks—the perfect time to attract clients with seasonal promotions. From Easter-ready glam to Earth Day sustainability perks, make April a high-revenue month!

Try **"Spring Glow" Packages** with a cut, style, and deep conditioning. Offer **Earth Day discounts** on eco-friendly beauty products to show your commitment to sustainability.

Encourage rebooking with a **VIP Waitlist for last-minute slots and reward referrals with \$20 off** or a free blowout after three sign-ups. Keep your salon buzzing all month long!

APRIL

YOUR MONTHLY PLANNER

MUST TRY PROMO IDEAS

- Spring Refresh Rebooking Bonus:** Encourage clients to pre-book their next appointment during their April visit and reward them with 10% off or a free hair treatment at their next session. Keep them coming back for fresh, seasonal styles!
- Bloom & Bring-a-Friend Special:** Clients who refer a friend in April get \$20 off their next service, while their friend enjoys \$10 off their first visit. Bonus: Refer 3+ people and receive a free blowout or styling session!
- Easter Glow-Up Package:** Offer a limited-time bundle that includes a cut, color refresh, and a deep conditioning treatment to get clients spring-ready. Add a special Easter touch with a complimentary gloss treatment!

APRIL IS ALL ABOUT RENEWAL!



Welcome the season of fresh starts with confidence-boosting transformations in your salon this month.



Show clients why your salon is the go-to spot for vibrant beauty, self-care, and spring-ready styles!

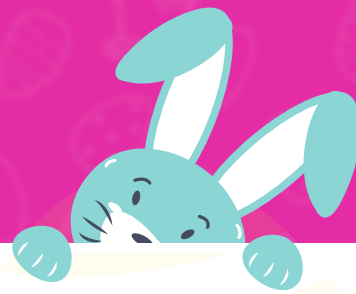


DID YOU KNOW?

The average person spends 1.5 years

of their life **washing, drying, and styling** their hair! That's why April is the perfect time to encourage your guests to refresh their look and let the pros take care of their hair!





APRIL 2025

SALON MARKETING CALENDAR

April is a month of fresh starts, beauty renewal, and self-care! With **Easter, Earth Day, and National Self-Care Day**, it's the perfect time to help clients refresh their look and embrace the season.

Join us in celebrating with **Spark!**

Easter

Egg Hunt



MARCH 2025

SALON MARKETING CALENDAR

March is **International Women's Month** - a time to honor the achievements, strength, and contributions of women around the world.

Join us in celebrating with Spark!

March Marketing Made Easy for Salon Success!

March brings fresh starts and new beginnings, making it the perfect time to focus on empowerment, rejuvenation, and celebrating beauty. With International Women's Day and the start of spring approaching, position your salon as the go-to spot for confidence-boosting transformations.

With clients eager to refresh their look for the season, March is the perfect time to revitalize your brand and inspire your audience with creative campaigns.

Our **2025 March Marketing Planner** gives you everything you need to craft impactful promotions that connect with your clients. From spring-inspired beauty packages to empowering Women's Day specials, we've curated ideas to help your salon bloom.

So, grab your favorite drink, spark your creativity, and make March a month of growth. With the right plan, your salon will inspire and keep clients coming back all year!

MARCH

THE MONTH OF
EMPOWERMENT, GROWTH,
AND SELF-CARE.



SUN	MON	TUES	WED	THURS	FRI	SAT
1 <i>Saturday</i> 2 Read Across America Day	3	4	5	6 National Dress Day	7	8 International Women's Day
9	10 National Pack Your Lunch Day	11	12	13 National Jewel Day	14	15
16	17 St. Patrick's Day	18 Awkward Moments Day	19 First Day of Spring	20 International Day of Happiness	21 National Fragrance Day	22 World Water Day
23	24	25 International Waffle Day	26	27	28	29
30 National Virtual Vacation Day	31					



Marketing Tip QUICK TIPS

Boost Your Salon's 2025 Success with International Women's Day Specials!

Fill slow days and boost profits with March promotions for International Women's Day. Attract new clients and encourage rebooking with simple, effective offers.

Try "**Empower & Pamper**" Packages with discounted treatments or offer "**Book with a Bestie**" deals where friends booking together get a discount or free mini service.

Handle high demand with a **VIP Waitlist** for last-minute appointments, and reward referrals with perks like \$20 off or a free blowout after three referrals. These strategies ensure no openings are wasted while making clients feel appreciated and empowered!

MARCH

YOUR MONTHLY PLANNER

MUST TRY PROMO IDEAS

- Empower & Pamper Rebooking Bonus:** Encourage clients to book their next appointment during their March visit and reward them with 10% off or a free deep conditioning treatment at their next session.
- Strong Women, Strong Referrals:** Clients who refer a friend in March get \$20 off their next service, while their friend enjoys \$10 off their first visit. Bonus: Refer 3+ people and receive a free blowout or treatment!
- Women's Day VIP Package:** Offer a limited-time package that includes a wash, cut, blowout, and a complimentary scalp massage or gloss treatment all at a special bundled price.

MARCH IS ALL ABOUT EMPOWERMENT!



Celebrate fresh starts with confidence -boosting transformations in your salon this month.



Show clients why your salon is the go-to spot for glowing beauty and spring-ready self-care!

DID YOU KNOW?

**Over 70%
of clients**

book salon appointments in March to refresh their look for spring and International Women's Day celebrations!

MARCH 2025

SALON MARKETING CALENDAR

March is **International Women's Month** - a time to honor the achievements, strength, and contributions of women around the world.

Join us in celebrating with Spark!



2025

SALON

FEBRUARY MARKETING CALENDAR





January Marketing Made Easy for Salon Success!



As February rolls in with its warm embrace of love and connection, it's the perfect time to focus on *self-care, pampering, and creating unforgettable moments* for your clients. With Valentine's Day around the corner, position your salon as the *go-to place for beauty, relaxation, and confidence-boosting services*.

With clients eager to look and feel their best, February is the ideal time to refresh your brand and captivate their hearts with inspiring campaigns.

Our **2025 February Marketing Planner** provides **everything you need to craft meaningful promotions** that resonate with your clients. From romantic pampering packages to creative Valentine's-themed offers, we've curated ideas to help your salon thrive during this love-filled season.

So, grab your favorite drink, let the creativity flow, and make February a month to remember. With the right plan, your salon will inspire and keep clients coming back for more throughout the year!



FEBRUARY

THE MONTH OF LOVE,
CONNECTION, AND
SELF-CARE.



SUN	MON	TUES	WED	THURS	FRI	SAT
						1 National Freedom Day
2 Groundhog Day	3	4	5 Nat'l Girls & Women in Sports Day	6	7 National Wear Red Day	8
9 Super Bowl	10	11	12	13	14 Valentine's Day	15
16	17 Random Acts of Kindness Day	18 President's Day	19 National Lash Day	20 Love Your Pet Day	21	22 National Margarita Day
23	24 National Compliment Day	25	26	27 National Croissant Day	28	



Marketing Tip



Boost Your Salon's 2025 Success with Valentine's Specials!

Struggling with slow days or last-minute cancellations? **Valentine's promotions** can help your salon shine and boost profits. Small adjustments to your offerings can quickly attract clients and fill your schedule.

Offer **"Sweetheart Packages"** with discounted treatments for two—perfect for couples, friends, or anyone sharing the love. Add weekday deals like **"Pamper Me Tuesdays"** with discounted enhancements or hair products to fill quieter slots.

Handle high demand with a **VIP Waitlist** for last-minute appointments. Reward clients with perks like a free mini service or Valentine's gift. These strategies ensure no openings are wasted while making clients feel special.



FEBRUARY

YOUR MONTHLY PLANNER

MUST TRY PROMO IDEAS

- Valentine's Glow-Up:** Offer luxurious hair treatments, like glosses or nourishing masques, to help clients achieve their perfect look for romantic or self-love celebrations.
- February Fresh Start:** Highlight detox services, such as scalp rejuvenation treatments or revitalizing massages, to help clients shed winter dullness and embrace a refreshed appearance.
- Love Your Look Perks:** Encourage clients to join loyalty programs or book recurring appointments by offering exclusive February-only rewards for consistent self-care.

FEBRUARY IS ALL ABOUT SELF-LOVE!



Celebrate fresh starts with self-care and transformations in your salon this month.



Show clients why your salon is the go-to spot for glowing confidence and winter care!

DID YOU KNOW?

**Over 60%
of clients**

book salon appointments in February to prep for Valentine's Day!



2025

SALON

FEBRUARY MARKETING CALENDAR





2024

SALON

DECEMBER MARKETING CALENDAR

SPARK[★]
PRO GLOBAL





2024 Salon

December Marketing Calendar

As the crisp **December** air fills the season with festive cheer, the sights of twinkling lights, warm scarves, and peppermint-scented delights surround us. This is the perfect time to infuse your salon's marketing with the joy and magic of the holidays.

*With year-end celebrations in full swing, it's the perfect time to **elevate your brand and connect** with clients through festive campaigns.*

Our **2024 December Holiday Marketing Planner** provides everything you need to craft memorable promotions and strategies that embody the spirit of giving and celebration.

Whether it's holiday-inspired treatments, exclusive gift packages, or festive themes, we've curated ideas to ensure your business thrives and shines as the year wraps up.

So, grab your favorite winter drink, get inspired, and let's make this December one to cherish. *With the right plan, your salon will dazzle and keep clients coming back for the holiday season and beyond!*



DECEMBER

THE MONTH OF HOLIDAYS,
GIVING, TOGETHERNESS,
AND REFLECTION.



SUN	MON	TUES	WED	THURS	FRI	SAT
1 National Christmas Lights Day	2 Cyber Monday	3 Giving Tuesday	4	5 International Volunteer Day	6	7
8 National Brownie Day	9 Christmas Card Day	10 International Animal Rights Day	11	12 Gingerbread House Day	13 National Cocoa Day	14
15	16	17	18 National Twins Day	19	20 National Ugly Sweater Day	21 Winter Solstice
22 National Cookie Exchange Day	23	24 Christmas Eve	25 Hanukkah Begins Christmas Day	26 Kwanzaa	27	28 Call a Friend Day
29	30	31 New Year's Eve				



Marketing Tip



Struggling with slow times or gaps in your schedule? Try **yield management**, a pricing strategy inspired by airlines and hotels. This approach allows you to adjust prices based on demand or competition, helping you make the most of your availability.

For instance, if you have too many openings on a Tuesday evening, consider offering a **Tuesday night discount** to attract clients. This can encourage bookings during slower periods and help you fill your calendar more effectively.

If weekend slots are in high demand, raising prices slightly can maximize revenue. **Strategic pricing** helps fill your schedule and boost earnings efficiently.

DECEMBER

YOUR MONTHLY PLANNER

MUST TRY PROMO IDEAS

- Festive Express Package:** Delight clients with a 1-hour holiday bundle: a 30-minute massage, 15-minute sauna session, and mini glow facial. Customize as needed to boost bookings and spread holiday cheer.
- Cozy Winter Pedicure:** Warm up your clients with a luxurious pedicure featuring scrubs, paraffin treatments, aromatherapy oils, and a cozy drink like mulled cider. Offer it as a limited-time flash sale to drive quick bookings.
- New Year Refresh:** Attract post-holiday clients with discounted services like keratin treatments, facials, and blowouts. Help them start the new year feeling refreshed and confident!

DECEMBER ISN'T JUST ABOUT THE HOLIDAYS!

With 2025 approaching, **take a moment to celebrate your success**, boss babe! December is still shopping season, so stock and promote gift cards and products for last-minute buyers.

Tired holiday shoppers need relaxation—keep marketing strong to end the year right!

DID YOU KNOW?

More than

35%

OF BEAUTY AND WELLNESS CLIENTS
FALL WITHIN THE 35-44 AGE RANGE.

SPARK★
PRO GLOBAL

2025

SALON

JANUARY MARKETING CALENDAR

January Marketing Made Easy for Salon Success!

As the fresh **January** air ushers in a new year, it's the perfect time to focus on *renewal, self-care, and personal transformation*. With resolutions in full swing, position your salon as the place for clients to achieve their "New Year, New You" goals.

With clients eager for a fresh start, it's the ideal time to refresh your brand and connect through inspiring campaigns.

Our **2025 January Holiday Marketing Planner** provides everything you need to create engaging promotions that align with client goals. From rejuvenating treatments and self-care bundles to winter beauty solutions, we've curated ideas to help your salon thrive this season.

So, grab your favorite hot drink, get creative, and let's make January one to remember. With the right plan, your salon will inspire and keep clients coming back throughout the year!

JANUARY

THE MONTH OF RENEWAL,
REFLECTION, AND FRESH
BEGINNINGS

SUN	MON	TUES	WED	THURS	FRI	SAT
			1 New Year's Day	2	3	4 National Trivia Day
5	6 National Cuddle Up Day	7	8 National Bubble Bath Day	9 National Clean Your Desk Day	10	11
12	13 National Make Your Dreams Come True Day	14	15 Martin Luther King Jr. Day	16	17 National Get to Know Your Customers Day	18
19 National Popcorn Day	20	21 National Hugging Day	22	23	24 National Compliment Day	25 Opposite Day
26	27	28	29 Lunar New Year	30 National Croissant Day	31	



Marketing Tip



Optimize Your Salon for 2025 with Smart Booking Strategies!

Slow days or last-minute cancellations? Smart booking strategies **can help your salon stay busy and boost profits**. Simple adjustments to your schedule can attract clients during off-peak times.




For example, offer **Early Bird perks** for clients who book 2 weeks in advance, like a free add-on service. Highlight exclusive weekday bundles for quieter slots, such as **discounted blowouts** on Mondays and Tuesdays.

If weekends are in high demand, implement a **VIP waitlist to fill last-minute openings**. This keeps your calendar full, reduces downtime, and ensures no opportunity is missed.


JANUARY


YOUR MONTHLY PLANNER

MUST TRY PROMO IDEAS

-  **Start-of-Year Refresh:** Highlight services like hair masques to rejuvenate dry hair for moisture during the cold winter months to promote smooth hair and protect color.
-  **Detox Deals:** Offer January-exclusive packages like scalp detox treatments to revive hair health and deep-tissue massages to release holiday stress. Great for clients looking to reset and recharge.
-  **Client Resolutions:** Encourage clients to achieve their “glow goals” with monthly memberships or loyalty programs. Regular treatments like blowouts to keep them on track while rewarding repeat visits with perks or discounts.

JANUARY ISN'T JUST ABOUT NEW YEAR'S RESOLUTIONS!

 Start **2025** by celebrating fresh starts in your salon! January is the perfect time for self-care and “**New Year, New You**” transformations.

 *Cold weather calls for extra care—keep promotions strong and make your salon the go-to spot for a confident start to the year!*

DID YOU KNOW?

**Over 45%
of clients**

prioritize hair appointments in January to reset after the holidays.