**MARKETING/PROMOTIONS CHECKLIST**

Best marketing practice states that salon owners and managers should start planning marketing and promotion activities at least three months in advance. Below is a list of holidays you should be planning and when. In addition to these, include your local community festivals and events!

**JANUARY FEBRUARY MARCH**

Australia Day Valentine’s Day Free Postcards A/W

New Years Oscars Autumn Begins

Golden Globes Grammys

**APRIL MAY JUNE**

Easter, World Earth Mother’s Day Winter Hair Care

 Winter Begins

**JULY AUGUST SEPTEMBER**

 Free Postcards S/S Father’s Day

 Spring Begins

 Emmys

**OCTOBER NOVEMBER DECEMBER**

Halloween Summer Hair Care Christmas

 Summer Begins

***Create a Checklist for each promotion/marketing campaign:***

DIGITAL CHANNELS

* Website
* Email Marketing
* Facebook
* Twitter
* Pinterest
* Instagram
* YouTube
* Blog
* Online Special
* Online Booking

MARKETING MATERIALS

* Appointment Cards
* Postcards
* Letterhead
* Gift Cards
* Loyalty Cards
* New Guest Welcome Pack
* Menus
* Retail Bags
* Staff Uniforms

IN SALON ITEMS

* Mirror Talker
* Posters
* Point of Sale Signage