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BEAUTY CLUB

MARKETING & SALES TOOLKIT · NO. 04

CAMPAIGNS & PROMOTIONS

The Seasonal Promo Calendar

Twelve months of the American beauty year — what to sell, when to open it, and how to do it without discounting your work.

Inside: a campaign for every month · four offers that cost you nothing gift cards & prepaid packages, properly built · the seven-day launch checklist what a discount really costs · how to measure a promo · **live promo planner**

BEFORE YOU START

Stop inventing offers in a panic

Most promotions in this industry are made on a slow Tuesday, out of fear. Twenty percent off, posted at lunchtime, gone by Thursday, and the only people who used it were the clients who were coming anyway.

A planned year works differently. You know in January what you are selling in May. The offer is built before the month arrives, the content is shot in advance, and the people who buy are the ones you actually wanted — new clients, lapsed clients, and regulars spending more.

This guide gives you a campaign for every month of the American beauty year, the four offer structures that grow revenue without cutting your prices, and the arithmetic that shows what a discount really costs before you publish it.

> HOW THIS DIFFERS FROM NO. 03
>
> *The Client Retention Calendar* is about **who to message and when** — keeping the clients you already have. This guide is about **what to sell**: the offer itself, how it's built, and how it's launched. They share a calendar on purpose. Run them together and each month has both a message and a reason to buy.

What is in this guide

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The planner. This guide ships with **FORMULA_Promo_Planner.xlsx**: the twelve campaigns already written in, a place to record what each one actually earned, and a discount calculator that tells you how many extra bookings an offer needs before it breaks even.

THE METHOD

A campaign is not a discount

01 **It has a reason and an end date**

"20% off" has neither, so it reads as "my prices were too high last week". "Mother's Day gift cards, until the 9th" has both — the reason is the occasion, the deadline is the calendar. Nobody feels cheapened by a holiday.

02 **It targets one group, not everybody**

Every campaign in this guide is aimed at a specific list: lapsed clients, gift buyers, parents, brides, your regulars. An offer sent to everyone is mostly a discount handed to people who were already booked.

03 **It adds value rather than cutting price**

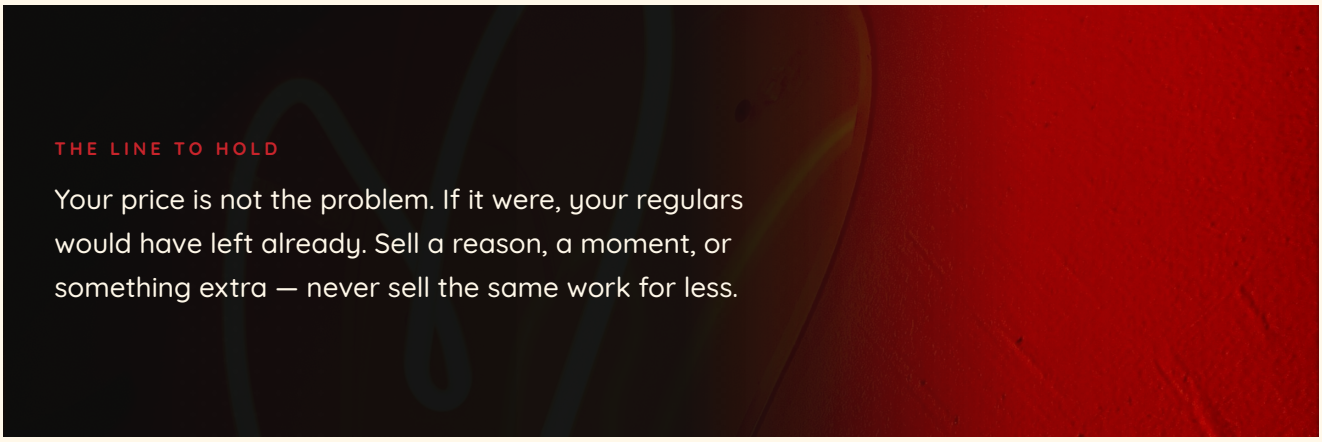
A free add-on costs you ten dollars of product and fifteen minutes. Ten dollars off costs you ten dollars of profit, and it moves your price in the client's memory forever. The first is a gift; the second is a correction.

04 **It is built before the month starts**

Offer written, dates set, photos shot, messages drafted — two weeks ahead. Campaigns invented on the day are the ones that get posted once and forgotten by Wednesday.

05 **It is counted afterwards**

Bookings, new clients, revenue, and what it cost. Four numbers, five minutes, written in the planner. A campaign you never measured will be repeated next year whether or not it worked.



BUILD FROM THESE

Four offers that don't cut your price

1 · The add-on gift

A treatment included free with any service, this week only. Paraffin, a strengthening base, a brow tidy, a hand mask. Costs you $3–10 of product and ten minutes of chair time; feels like $25.

2 · The bundle

Two services booked together at a small saving — manicure plus pedicure, brows plus lashes. You aren't discounting either one; you're buying a longer appointment and a bigger ticket.

3 · The prepaid package

Four visits bought in advance at a per-visit saving. Cash today, four visits locked in, and a client who cannot drift for four months. See page 11.

4 · The gift card

Someone else's money, spent on a future appointment, usually by a brand-new client. The single most profitable thing you can sell in November and May. See page 10.

The fifth: a real discount

Sometimes correct — a genuinely dead week, a brand-new service you need models for, a location you just moved to. Always with an end date, always with a reason stated out loud.

Never do this

Standing discounts with no end. "Message me for a deal." Undercutting the salon nearby. Offers that appear every time the week looks slow — clients learn to wait for them.

What a discount actually costs

Take the $105 signature manicure from *No. 01*: $6.80 of product, 1.25 hours of real chair time, and $24.42 an hour of overhead. What's left after those three is your income from the appointment. A 20% discount takes $21 off the price — and almost nothing off the costs.

PER APPOINTMENT	FULL PRICE	20% OFF
Price	$105.00	$84.00
Product	−$6.80	−$6.80
Overhead used by 1.25 h of chair time	−$30.53	−$30.53
Your income from the appointment	**$67.67**	**$46.67**

A fifth off the price is **31% off what you keep**. Where twenty appointments used to pay you, you now need twenty-nine to earn the same money — nine extra clients and eleven extra hours in the chair. That is the whole argument for the four offers above, and the planner will run the same arithmetic on any offer you invent.

PLAN AGAINST IT, NOT INTO IT

The shape of the year

Demand in an American beauty business is not flat, and no campaign can fix a month that is quiet for structural reasons. Plan with the curve: sell hard when people are already buying, and use the slow months for the work that pays later.

PERIOD	WHAT IT IS	WHAT TO DO WITH IT
Jan–Feb	Slow start, then a sharp Valentine's spike	Win back the lapsed. Sell packages, not discounts. February 1–14 is a real earning fortnight
Mar–Apr	Steady climb — pedicures, prom, spring events	Open pedicure season. Take prom and wedding dates early
May–Jun	Peak. Mother's Day, graduations, weddings	Do not discount anything. Sell gift cards, lock in standing slots
Jul–Aug	Split: vacations empty some weeks, fill others	Bundles for travellers, back-to-school in late August, mid-year audit
Sep–Oct	The autumn reset — the second January	Best packages month of the year. Open holiday dates in October
Nov–Dec	The busiest and most profitable weeks you have	One Black Friday offer, gift cards everywhere, prebook January before you close

THE TWO RULES OF THE CURVE

Never discount in a peak month — you are giving away money from people who would have paid full price. And never expect a promotion to fill the first two weeks of January; that month is won in December, with the thank-you message and a slot already booked.

Three campaigns a quarter is plenty. Twelve well-built promotions a year is more than most studios ever run. If you can only do one a quarter, choose February, May and November — those three carry the most money.

January

PACKAGES · WIN-BACK

AIMED AT Lapsed clients from the autumn, and regulars who can be persuaded to commit to the year.

THE OFFER

The Reset Package — four visits bought in January, used any time before June, at [per-visit saving]. Plus a free strengthening treatment on the first one for anyone who hasn't been in since November.

WATCH OUT January clients are price-sensitive and guilt-ridden after December. A package works because it feels like planning, not spending; a straight discount in January just trains people to wait for one next year.

February

VALENTINE'S · THE FIRST REAL EARNING FORTNIGHT

AIMED AT Everyone for appointments; partners, husbands and friends for gift cards.

THE OFFER

Two things, not one. Appointments in the ten days before the 14th — no discount, they will sell themselves. And a gift card that arrives by email in a minute, marketed at the person who has left it late.

WATCH OUT Post the gift card as a solution to *their* problem, not as a product. "Forgot to buy something?" outperforms "gift cards available" every year.

March

PEDICURE SEASON OPENS

AIMED AT Everyone who has ever booked a pedicure, plus spring-break travellers.

THE OFFER

The bundle. Manicure and pedicure booked in the same visit, at a saving smaller than you think it needs to be. You are not selling a discount — you are selling a longer appointment before feet become urgent.

WATCH OUT March is when pedicure demand starts a four-month climb. Run this once, early. Running it again in June is money left on the table.

April

PROM & THE WEDDING CALENDAR

AIMED AT Clients with teenagers, brides and bridal parties, anyone with a spring event.

THE OFFER

The event package. A trial appointment plus the day itself, booked together. For prom: book three friends at once and the fourth is at [saving]. Groups sell themselves — one teenager brings the rest.

WATCH OUT Take a deposit on every event booking, without exception. Prom and wedding no-shows cost you a Saturday you turned other clients away from.

May

MOTHER'S DAY · THE BIGGEST GIFT MONTH

AIMED AT Everyone — and specifically at the people buying *for* your clients.

THE OFFER

Gift cards, presented properly. A printed card in an envelope for anyone who wants something to hand over, an emailed one for the last minute. Add a small treatment to every card redeemed before the end of June — that is what turns a gift into a second client.

WATCH OUT Do not discount appointments in May. It is one of the two months of the year when your calendar fills without any help at all.

June

PEAK — SELL TIME, NOT PRICE

AIMED AT Your regulars, before wedding season eats the calendar.

THE OFFER

The standing slot. Same day, same time, every cycle, all summer — reserved before the season fills, with priority on schedule changes. No discount attached; the value is certainty, and busy clients pay for it happily.

WATCH OUT This is the highest-value thing on the page. A standing appointment turns an eight-visit client into a thirteen-visit one, which is roughly **$500 A YEAR** from a single conversation.

July

VACATION BUNDLE · FILL THE DEAD WEEKS

AIMED AT Travellers before they fly, and everyone else in the weeks your book goes soft.

THE OFFER

The pre-vacation bundle. Manicure, pedicure and a stronger base, booked together the week before travel. Sell it as insurance: two weeks of pool water, sunscreen and sand are hard on everything.

WATCH OUT July has genuinely empty weeks. That is the one moment a real discount is defensible — but only on specific named days, never on the whole month.

August

BACK TO SCHOOL

AIMED AT Mothers, teachers, and anyone whose September will be chaos.

THE OFFER

Book before the bell. Reserve your September and October appointments now and get [an add-on] on the first one. You are not discounting — you are paying a small amount of product for a filled autumn calendar.

WATCH OUT Teachers are an excellent, loyal, under-served client group with a fixed schedule and a hard deadline. Name them in the post.

September

THE SECOND JANUARY

AIMED AT Your whole active list. This is the strongest packages month of the year.

THE OFFER

The autumn package — four or six visits carrying you to the holidays, bought at [per-visit saving], plus first pick of December dates for anyone who buys. People reorganise their lives more seriously in September than in January.

WATCH OUT Attach the December priority to the package. It is worth nothing to you in September and it is worth a great deal to her in December.

October

OPEN THE HOLIDAY CALENDAR

AIMED AT Everyone. The earliest message of the year that people genuinely thank you for.

THE OFFER

First refusal on December. No money off — the offer is access. Regulars choose their holiday dates before the calendar opens publicly. Halloween design work sells itself alongside it and needs no promotion at all.

WATCH OUT Every December slot sold in October is a December evening you don't spend answering "any chance you have anything?"

November

BLACK FRIDAY · YOUR ONE REAL OFFER

AIMED AT Your whole list, twice — once for gift cards, once for packages.

THE OFFER

One offer, one weekend, never repeated. Gift cards at [terms] and prepaid packages at [price], available [dates] only. Say plainly that this is the only time all year you do this — because it should be.

WATCH OUT Cap it. A gift-card sale with no limit becomes January and February appointments you have already been paid for, at last year's prices. Full sequence in *No. 23*.

December

SELL NOTHING · BOOK JANUARY

AIMED AT Every client individually, in the last week of the month.

THE OFFER

There isn't one. December is a thank-you and a held slot in January. The month is already full; the only campaign worth running is the one that stops January from being empty.

WATCH OUT Send it between Christmas and New Year, one line each, by name. This single message is worth more than any discount you could run in January.

THE MOST PROFITABLE THING ON YOUR MENU

Gift cards, properly built

A gift card is money today from someone who is not your client, redeemed later by someone who might become one. Two months of the year — May and November — carry most of the volume.

DECISION	DO THIS	BECAUSE
Amount or service?	**Sell a dollar amount**	Prices change; a “manicure gift card” sold at $105 is still redeemable at $105 in two years. Amounts don't age
Expiry	**None on the money**	Several US states restrict or prohibit expiry on gift-card value. Put promotional extras on a date instead, and check your own state's rules
Presentation	**Printed card + envelope, and an emailed version**	One buyer wants to hand something over; the other remembered at 11pm on the 13th. Have both
Redemption	**Add a small treatment if used within 60 days**	Cards redeemed quickly become clients; cards sitting in a drawer for a year rarely do
Tracking	**Number every card, log it, tick it off**	Outstanding cards are money you owe in future chair time. Know the total

THE LINE THAT SELLS THEM

Not “gift cards available”. Try: **“Forgot a gift? This one takes thirty seconds and doesn't look like it.”** You are not selling a card — you are solving a small, urgent, slightly embarrassing problem for someone who has run out of time.

ONE CAUTION

A gift card is a promise of future work at today's price. If you sell a hundred in November and raise your prices in January, you have committed a large block of chair time at last year's rate. Cap the sale, and raise prices *before* the November campaign rather than after it.

CASH TODAY, VISITS LOCKED IN

Packages that don't wreck your cashflow

A prepaid package does three things at once: it brings money forward, it removes four chances for a client to drift, and it makes her far more likely to book the fifth visit too. Built badly, it also hands away a month of income.

The arithmetic

FOUR SIGNATURE MANICURES	FULL PRICE	PACKAGE
Price per visit	$105	$95
Total paid	$420	$380
What the saving costs you	—	$40
What you get for that $40		**$380 today, four visits she cannot skip**

Under 10% per visit is the right range. At 20% you are running a discount with extra paperwork.

Five rules

- **Four to six visits, never more.** Longer packages are harder to sell and harder to honour if your prices move.
- **Give it a life.** "Use within six months" keeps it moving without breaking any promise about the money.
- **Write the terms down.** Transferable or not, refundable or not, what happens on a no-show. One short paragraph, given at purchase.
- **Track the balance.** She should hear "two visits left on your package" from you, not have to ask.
- **Remember it is a liability.** That $380 is four appointments you owe. Do not spend it as though the work is done.

Where they sell. Packages sell in January, September and on Black Friday — never in May or December, when people are spending on other people. Sell them in the chair, at the end of a visit she loved.

EVERY CAMPAIGN, SAME SEVEN DAYS

Launching a promo

DAY 1 · DECIDE

- [ ] Write the offer in one sentence, with a start date and an end date.
- [ ] Name the list it is aimed at, and how many people are on it.
- [ ] Set the target: how many bookings or cards would make this worth doing?

DAY 2 · CHECK THE ARITHMETIC

- [ ] Run it through the planner. What does the offer cost you per sale, and what does it need to sell to be worth the effort?
- [ ] If it only works at a volume you cannot physically deliver, change the offer now.

DAYS 3–4 · MAKE THE ASSETS

- [ ] Shoot or choose three images. One for the feed, one for stories, one for the message.
- [ ] Write the caption, the story text and the DM — all three, before anything goes out.

DAY 5 · THE QUIET LAUNCH

- [ ] Send it to your list first, by message. Regulars should never learn about an offer from a public post.

DAYS 6–7 · GO PUBLIC, THEN CLOSE

- [ ] Post it. Stories daily until the end date, each one different: the offer, a result, a countdown.
- [ ] Send one last-call message the day before it ends. This message usually brings a third of the total.
- [ ] Close it on the date you said. Extending an offer teaches people your deadlines aren't real.

> THE SEVEN DAYS THAT MATTER MOST
>
> Days 3 and 4. A campaign with the assets made in advance runs itself; a campaign where you are writing the caption on the morning of the launch gets posted once, badly, and then quietly abandoned. If a week is too much, do days 1, 2 and 5 — the offer, the arithmetic and the message to your own list. Those three alone will outperform most public promotions.

WHERE TO SAY IT

The channel plan

The same offer performs completely differently depending on where it lands. Use all four in this order — the sequence matters more than the wording.

CHANNEL	WHEN	WHAT IT'S FOR
Direct message or text	**First, always**	Your existing clients. Converts many times better than any post, and it makes regulars feel first rather than last. One message each, name at the top
Instagram stories	**Daily until it closes**	Where the offer actually sells. Vary it: the offer, a result, a countdown, a question sticker. Stories are the campaign; the post is just the record
Feed post or reel	**Day 6, once**	Reach beyond your followers, and something to link to. One good post beats five anxious ones
In the chair	**Every appointment while it runs**	The highest-converting channel you own, and the one everybody forgets. One sentence at checkout: “this is on until Friday if you want it”
Email	**Day 5 and the last day**	Worth it for gift cards and packages, where people need a link and a moment to think. See *No. 25*

THE MISTAKE ALMOST EVERYONE MAKES

Posting once and calling it a launch. Roughly a tenth of your followers see any given story, and a smaller share see a post. Saying it once is the same as saying it to nobody — which is why offers "don't work" for most people who run them.

Say the deadline in every single piece. Not “this week” — the actual date. “Until Friday the 14th” is the part that makes someone act today instead of meaning to.

FIVE MINUTES, THE DAY IT ENDS

Four numbers

1	2	3
BOOKINGS OR CARDS SOLD	HOW MANY WERE NEW CLIENTS	REVENUE IT BROUGHT IN

4 · What it cost you — the discount given away, plus any product you handed over free. Write all four in the planner the day the offer closes, while you still remember.

Reading them honestly

- **Lots of bookings, no new clients.** You discounted your regulars. They were coming anyway — next year, make the offer conditional on bringing someone.
- **New clients but no return visits.** The offer attracted deal-hunters. Attach the first-30-days sequence from *No. 03* to every promo booking, or you are renting clients rather than gaining them.
- **Good revenue, exhausting month.** Check what you kept per hour, not what came in. A packed calendar at a discount can earn less than a normal month.
- **Nothing at all.** Nine times in ten this is reach, not the offer — it was said once, to too few people, without a date. Before you change the offer, run it properly.

WHEN TO KILL A PROMO

If a campaign has run twice and brought no new clients and no extra revenue, retire it — even if it feels traditional. And if you ever find yourself running an offer because the week looks slow rather than because the calendar said so, stop. That is the habit that teaches clients to wait.

PRINT THIS PAGE · FILL IT IN FOR THE YEAR

Your promo planner

MONTH	THE CAMPAIGN	OFFER	RUNS	TARGET	ACTUAL
January	Reset package · win-back				
February	Valentine's · gift cards				
March	Mani + pedi bundle				
April	Prom & wedding packages				
May	Mother's Day gift cards				
June	Standing summer slots				
July	Pre-vacation bundle				
August	Book before the bell				
September	Autumn package				
October	First refusal on December				
November	Black Friday · one offer				
December	Thank you · book January				

BEFORE YOU PUBLISH ANY OF THEM

One sentence, one list, one start date, one end date, one target number. If you cannot fill in all five, it is not a campaign yet — it is an impulse, and impulses are what discounts are made of.

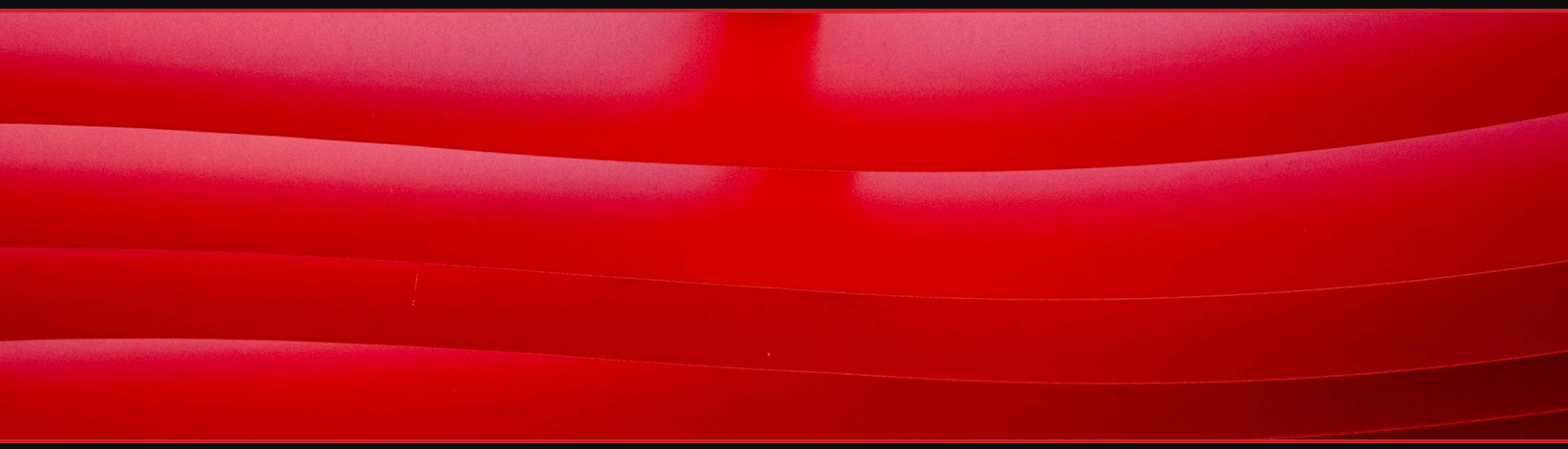
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Sell the moment. Never the price.

The rest of the Marketing & Sales Toolkit is included in every Formula membership — templates, scripts, campaigns and calculators, added every month.

- **No. 01** Service Pricing Calculator
- **No. 02** DM & Text Sales Scripts
- **No. 03** Client Retention Calendar
- **No. 23** Black Friday & Holiday Campaign Kit

Want a second pair of eyes on an offer before you publish it?
Your concierge will look: care@formulabeauty.club



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