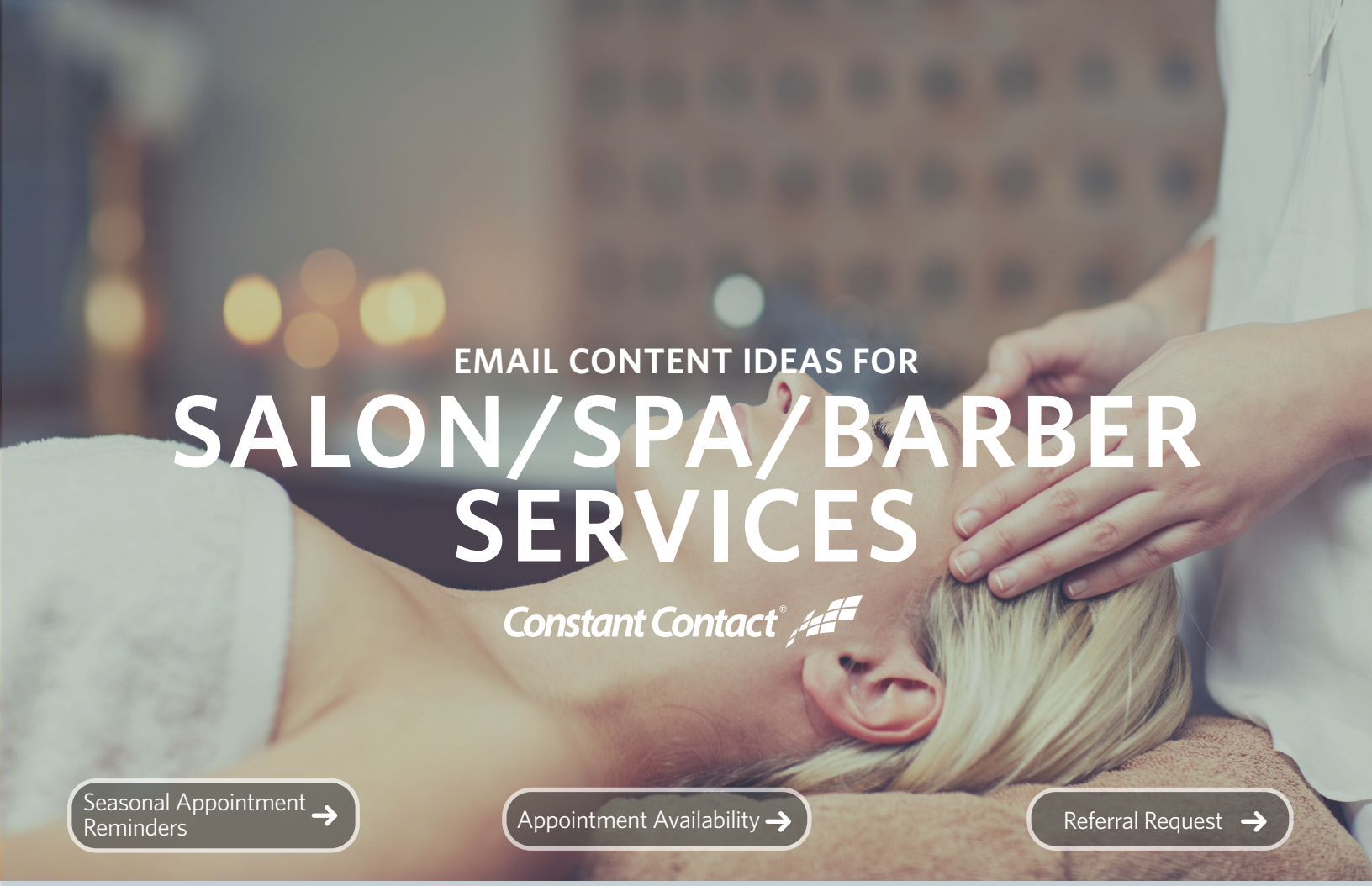


EMAIL CONTENT IDEAS FOR

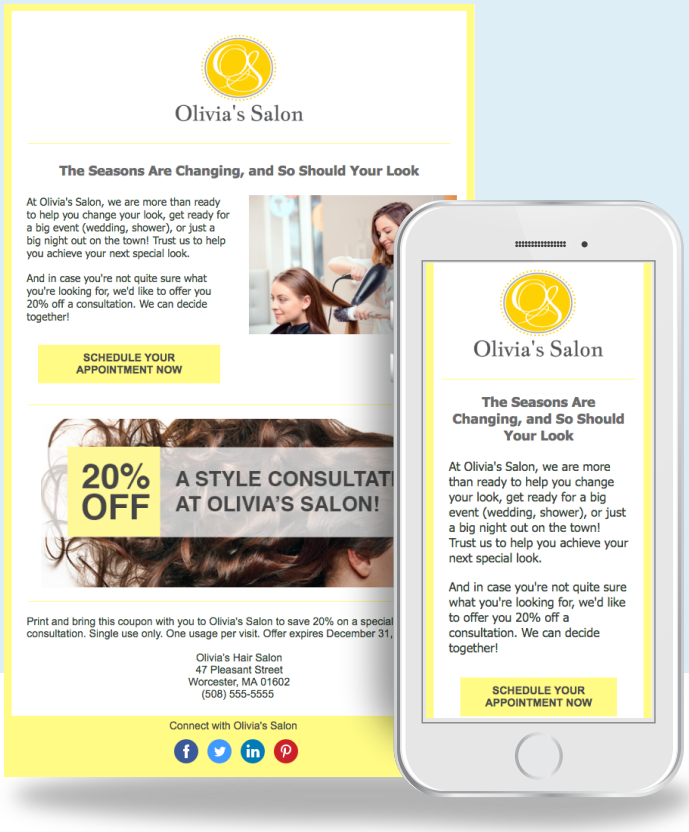
SALON/SPA/BARBER SERVICES

Constant Contact

Seasonal Appointment Reminders →

Appointment Availability →

Referral Request →



Seasonal Appointment Reminders

Send updates for services relevant to upcoming seasons, such as graduation or wedding season, summer, etc. and consider including an option to order a gift certificate

Subject Line:
Are you ready for the [SPRING] season? Visit us today!

Recommended Template:
Call For Action

Call-to-Action:

- Schedule an appointment
- Share with friends and family
- Order a gift certificate

Business Result:

- Fill open appointments
- Increase email sharing to drive word-of-mouth referrals

Suggested mailing schedule:
Send Seasonally

Appointment Availability

Send out a weekly email to announce your appointment availability by stylist (consider offering a discount for slow days)

Subject Line:
Schedule your next appointment now & save

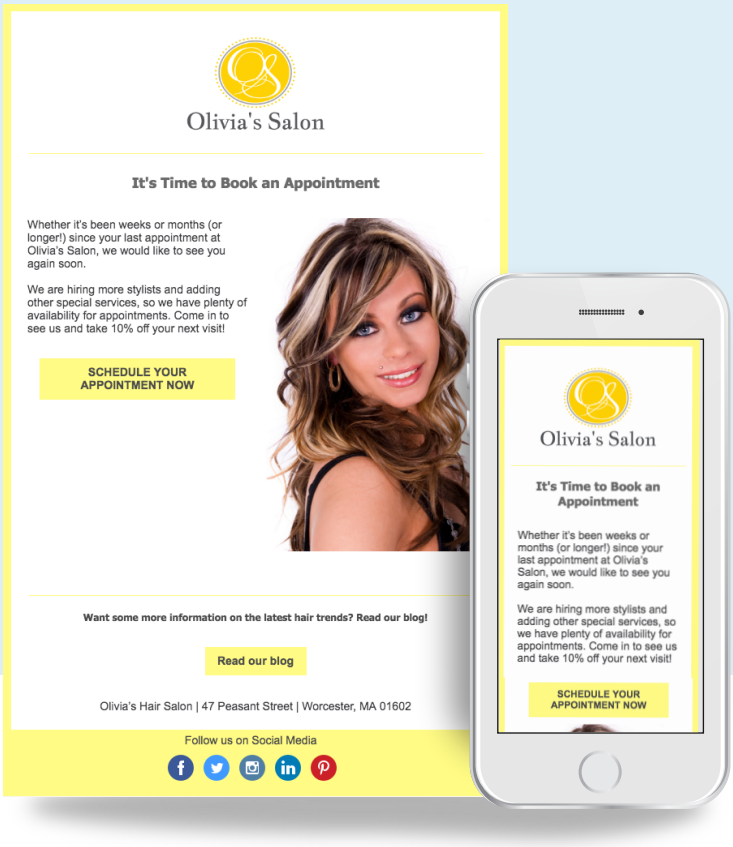
Recommended Template:
Deal Card

Call-to-Action:

- Schedule an appointment
- Share with friends and family

Business Result:

- Fill open appointments
- Increase email sharing to grow your list and drive word-of-mouth referrals



Suggested mailing schedule:
Once a week

Referral Request

Request referrals from your clients and offer an incentive to those that refer friends

Subject Line:
Refer us & enjoy this sweet offer

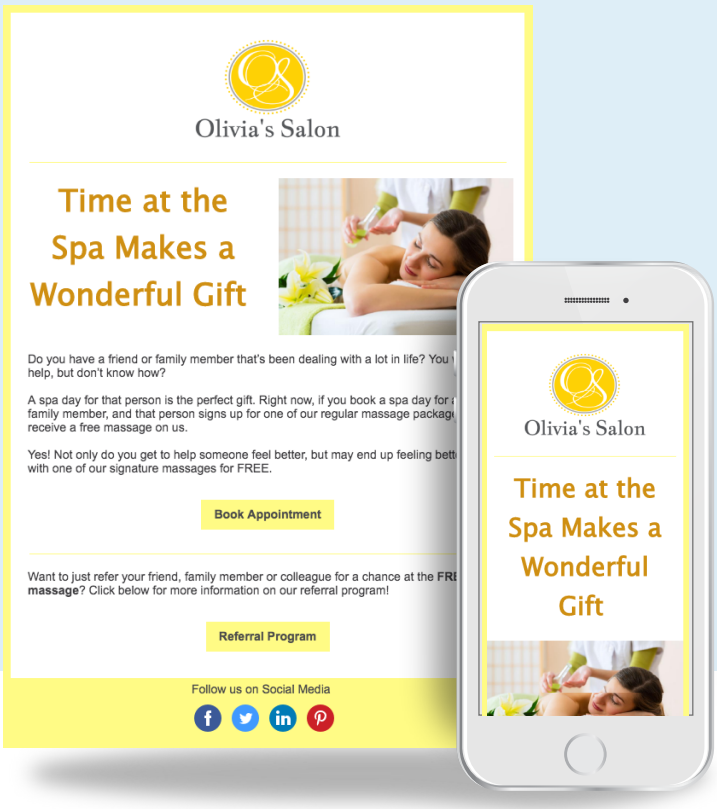
Recommended Template:
Basic Letter

Call-to-Action:

- Refer a friend, family member or colleague
- Share
- Book appointment

Business Result:

- Gain new clients
- Increase your revenue



Suggested mailing schedule:
Once every quarter

Take advantage of the upcoming holidays by sharing new product and services, specials, trends or tips related to:

WINTER

December

- Giving Tuesday
- National Weddings Month
- Make A Gift Day
- Salesperson Day
- **Hanukkah**
- Ugly Christmas Sweater Day
- Re-gifting Day
- **Christmas**
- Make Up Your Mind Day

January

- **New Year's Day**
- National Thank You Month
- International Creativity Month
- Ditch New Year's Resolutions Day
- International Sweatpants Day

February

- Heart Month
- Madly in Love with Me Day
- **Valentine's Day**
- Singles Awareness Day
- Random Acts of Kindness Day

SPRING

March

- World Compliment Day
- National Color Therapy Month
- Dream Day
- I want you to be happy day
- National Mom and Pop Business Owners Day

April

- Couple Appreciation Month
- Earth Awareness Month
- Hair Style Appreciation Day
- Walk on Your Wild Side Day
- Earth Day
- Honesty Day

May

- Military Appreciation Month
- **Mother's Day**
- Lucky Penny Day
- Graduations
- Prom
- **Memorial Day**

SUMMER

June

- World Environment Day
- **Father's day**
- National Splurge Day
- Flip-Flop Day
- Beautiful in Your Skin Month
- Public Service Day
- Social Media Day

July

- Bikini Day
- **Independence Day**
- National Work-a-Holics Day
- All or Nothing Day
- Everybody Deserves a Massage Week
- Parent's Day

August

- National Girlfriends Day
- Just Because Day
- Friendship Day
- **Back-to-school**
- Relaxation Day
- Be Kind to Humankind week

FALL

September

- **Labor Day**
- National Courtesy Month
- National Grandparent's Day
- Good Neighbor Day
- Swap Ideas Day
- Patriot Day
- National Women's Friendship Day
- American Business Women's Day

October

- Breast Cancer Awareness Month
- Do Something Nice Day
- Face Your Fears Day
- Make A Difference Day
- **Halloween**

November

- Shopping Reminder Day
- **Thanksgiving**
- **Black Friday**
- Small Business Saturday
- Military Family Appreciation Month
- National Healthy Skin Month
- National Day of Giving