



The Season for Sharing... Great Ideas!

by Brenda Fishbaugh

One great thing about my job is visiting salons and hearing all the innovative ways owners dream up to attract new tanners and build loyalty with current customers.

I'll start by sharing a couple of ideas for boosting business on your slowest day of the week.

"Cyber Wednesday" is an offer made at The Tanning Bed salon chain in Buffalo, NY. "We send an email to our customers every Wednesday," says Dan Humiston, Owner. "If our customer comes in and shows us the email on their phone or has printed it out on Wednesday, they receive a free offer such as session upgrades, lotion discounts or two-for-one accessories or jewelry."

"T-shirt Tuesday" is another great invention from a New Jersey salon pro who would like to remain anonymous. The salon has custom t-shirts they sell at cost or give to any customer making a purchase over \$25. If the customer wears the t-shirt into the salon on Tuesday, they get a free session upgrade. The brilliance of this is that a couple hundred tanners are wearing your salon's t-shirt around town and advertising their great tans for you every Tuesday!


"Groupon-Now" is a NEW spin on Groupon and much more versatile and long-lasting than traditional Groupon coupons. Bruce Wood of No Tan Lines in the Chicago area loves that he can customize his Groupon-Now and run it for as long as he wants. A customer enters their zipcode on the website to access all Groupons for that area. Bruce offers \$10 gift certificates for \$5 and this runs

I hope you find these easy promotional ideas helpful! If you have a great idea you'd like to share with other tanning salons, email Brenda@EyePro.net.

every day – not for a short period like traditional Groupon coupons. You can also control times or dates – Bruce offers a coupon during his slow time of 1-4 pm. He has a second Groupon-Now coupon running now: \$20 first-time session in his top-of-the-line, high-pressure bed, including eyewear and premium lotion. Bruce brings at least 20 new tanners per month into his boutique salon. Once the "Groupon tanner" has the opportunity to try a high-end lotion, at least 20% of them buy a bottle.

Luella Gustafson owns two Electric

Beach salons in Ames, Iowa. "La" has a clever way to bring attention to eye protection. Every few months, she has a "Crappy Eyewear Week". She has a huge, round fish bowl of broken and dirty goggles she's collected. If a customer adds to her "collection" during Crappy Eyewear Week, they get 30% off any new pair of goggles. "It's really been a great way to get tanners to realize

they need to keep their eyewear clean by using a re-sealable plastic bag and replacing their goggles regularly. My Crappy Eyewear Week generates a lot of eyewear questions and lots of sales!" 



About the Author:

Tanning industry veteran Brenda Fishbaugh is president of Eye Pro, Inc., makers of disposable eyewear. She travels extensively training salons on the effects of UV light on vision.