



Happiness is a Holiday Promo: “25 Days of Savings”


by Brenda Fishbaugh

Tan 360° in Pittsburgh, PA offers a unique holiday promotional concept – “The 25 Days of Savings.”

On each day leading up to Christmas, salon guests find a different special written on a dry-erase board and posted on the salon’s Facebook page. Tan 360° manager, Ashley Close, says tanners come in daily all through the holidays to check out the tanning, sunless and teeth-whitening discounts. “We keep all the upcoming specials a secret, so our customers have to come in the salon or look on Facebook to see each day’s offer,” Ashley explained. “Our customers find it fun and it keeps them focused on tanning during the distracting holidays!” Tan 360° offers savings such as three spray-tans for a discounted price, teeth-whitening specials and, “Buy 5 tans – Get 1 free”.

Tan 360° co-owner, Rocco Cozza, is excited to offer his guests even more special pricing during the holidays. In addition to the ‘25 Days of Savings’, which is mainly focused on services, they also offer ‘Red Tag Lotion Specials’. “On each

lotion bottle is a sticker for discounted tanning, sunless, moisturizers and the like,” he said. “Our customers find a great offer for themselves or something to give as a gift. When the lotion is sold out, the Red Tag Special is over. This creates a sense of urgency to take advantage of the deal, and allows them to enjoy some savings.”

tanners who didn’t keep up their tans over the holidays, but want to look great at parties. “We also offer a couple of sunless sessions with exfoliating and moisturizing products as another way to get ready for classy, New Year’s Eve events. Our customers just love this promo!” 

*The Tan 360° tip for dreaming up popular promotions:
Imagine what specials YOU would want if you walked into a salon during the holidays to buy a tanning package.*

A third promo is called, “New Year’s Eve Cocktail” and is offered the week AFTER Christmas. “When our ‘25 Days of Savings’ ends, we switch to a plan to get tanners ready for their strapless New Year’s Eve dresses,” shares Tan 360° co-owner, Pat Murray. The NYE Cocktail promo offers a couple of high-pressure UV sessions with high-end lotions for



About the Author:

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