



Seasonal Marketing Workshop

Workshop Purpose + Outcome

In this Workshop we will dive into ideas and frameworks to prepare for the holiday season from Halloween to New Years, from client booking to promotions, to communications and givebacks, with the intention being that you feel clear, focused, grounded, aligned and have an awesome and fulfilling holiday season.

Workshop Objectives

01

Seasonal Objectives
and Outcomes

02

Things To Consider
When Seasonal
Planning

03

Creating A Seasonal
Marketing Plan

04

Marketing, Content and
Communications for The
Holidays

05

Next Steps

01

Seasonal Objectives and Outcomes

What outcomes are you seeking for this holiday season?

What are your business objectives for the last quarter of 2024?

How do you want your clients, teams, tenants, and yourself to feel?

02

Things To Consider When Seasonal Planning

Care Trust Value

2024 Seasonal Consumer Trends

- Shopping will begin earlier than ever
- Consumers seeking more value due to economic pressures
- Online shopping continues to climb
- Convenience and on-demand
- Buy now, pay later like Affirm and Afterpay keep growing

Experiential Gifts

Consumers are increasingly valuing experiences over physical products. Gifts such as tickets to events, travel experiences, or classes are popular choices.

Sustainable and Ethical Products

There's a growing demand for eco-friendly, sustainable, and ethically sourced products. Consumers are looking for brands that prioritize environmental responsibility and fair trade practices.

Personalization

Customized gifts and products that offer a personal touch, such as monogrammed items or tailored experiences, continue to be in high demand.

Health and Wellness

Products and services related to health, wellness, and self-care are gaining traction. This includes fitness equipment, wellness subscriptions, and high-quality skincare and relaxation products.

Local and Small Business Support

Consumers are increasingly interested in supporting local and small businesses, often choosing unique, handcrafted, or locally produced gifts over mass-market options.

Online Shopping and Omnichannel Experiences

Online shopping continues to be a major trend, with consumers expecting seamless experiences between online and in-store options, including curbside pickup and fast delivery.

Holiday Home Decor

With a focus on creating cozy and festive environments, consumers are investing in holiday decorations, including themed ornaments, lights, and home accents.

Value and Budget Consciousness

Economic factors are influencing consumer behavior, with many looking for good value, deals, and discounts during the holiday shopping season.

Social Media Influence

Social media platforms play a significant role in shaping holiday shopping trends, with influencers and brand campaigns driving consumer interest and purchases.

2024 Seasonal Design Trends from Trend Bible

Sentiments of Peace



New Colorways



Whimsy Nostalgia



Woodland Wonder



2024 Fall 2025 Winter Beauty Trends

Hair

1. Rich, Deep Colors: Think dark auburn, deep chocolate, and midnight blue. These hues add depth and richness, perfect for the colder months.
2. Soft Waves: Loose, effortless waves continue to be in style, offering a relaxed yet sophisticated look.
3. Textured Bobs: A chic, shoulder-length bob with a bit of texture and volume is a key trend.
4. Hair Accessories: Decorative hairpins, barrettes, and headbands in metallic and jewel tones can elevate any look.
5. Retro Styles: Incorporating elements from the '70s and '80s, like voluminous curls or sleek, straight styles with side parts.

Skin

1. Radiant Skin: A focus on dewy, glowing skin with a minimal, natural makeup look. Highlighters and luminous foundations are popular.
2. Bold Brows: Well-groomed, fuller brows with a slightly arched shape to frame the face.
3. Layered Skincare: Emphasis on multi-step routines with hydrating serums, masks, and moisturizers to keep skin healthy and plump.
4. Monochromatic Makeup: Using the same color for eyes, cheeks, and lips for a cohesive look.

2024 Fall 2025 Winter Beauty Trends

Makeup

1. Warm Tones: Shades of burnt orange, deep plum, and warm browns for eyeshadows and lipsticks.
2. Graphic Eyeliner: Bold and creative eyeliner looks, including winged or geometric shapes.
3. Glossy Lips: High-shine lip glosses and balms, often paired with neutral or bold colors.
4. Soft Blush: Cream blushes applied on the apples of the cheeks for a natural flush.

Nails

1. Deep Jewel Tones: Rich colors like emerald green, sapphire blue, and ruby red are popular for a luxurious, wintery feel.
2. Matte Finishes: Matte topcoats and nail polishes provide a sophisticated and modern look, often paired with bold colors.
3. Metallic Accents: Gold, silver, and bronze metallics add a touch of glam to nail designs, either as a full coverage or as accent details.
4. Geometric Patterns: Clean lines, triangles, and abstract shapes in contrasting colors create a chic, graphic look.
5. Minimalist Designs: Simple, understated nail art, like tiny dots or stripes in neutral or metallic tones, for a refined appearance.
6. Textured Nails: Incorporating textures like velvet, suede, or glitter for a unique and tactile effect.

2024 Fall 2025 Winter Beauty Trends



What problems are you helping solve for your team or tenants?

- Scheduling
- Time off
- Overbooked
- Overwhelm
- Big feelings
- Financial stress
- Expectations

What solutions can you provide for your team or tenants?

- Reviewing holiday schedules
- Reserving time off
- Clear communications around holiday plans for the business
- Extra support and things that provide comfort
- Discussing financial goals
- GRATITUDE

What problems are you helping solve for your clients?

- Limited time availability
- Juggling family needs and activities
- Shopping stress
- Overwhelm
- Self-care
- Financial stress
- Party prep

What solutions can you provide for your clients?

- Clear communication around availability and booking
- Offering simple, stress-free gifts and shopping
- Creating relaxing experiences
- Creating extra value through promotions and packages
- Sharing ways to practice self-care

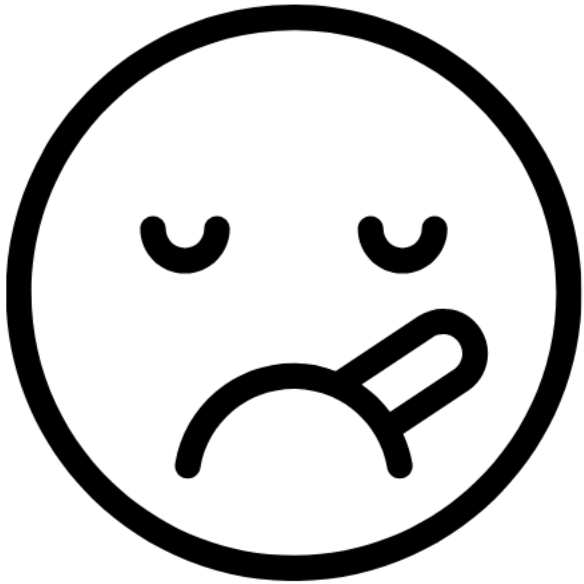
What problems do you have during the holidays?

- Navigating business and family stresses
- Team member getting sick
- Team member needing time off
- Too many plates spinning
- Self-care lacking
- Organizing all the things
- Big feelings

What do you need to feel more supported during the holidays?

- Support with planning and organizing
- A plan B if team members get sick
- Self-care days even when you are 'busy'
- GRATITUDE

A Note About Cold, Flu, and Whatever Else Season



Before we get deep into 'sick' season, it's a good idea to re-look at your Agreements where it comes to illness, and clearly communicate those Agreements with both clients and team members if applicable.

Think updated Agreements, team meetings, mentions in Newsletters, in-salon signage, and social media communication (if this is your only means of communication!)

03

Creating A Seasonal Marketing Plan

DO THE WORK
UPSTREAM OR
FIX THE MESS
DOWNSTREAM

2024

Holidays, Shopping + Social Media Days

October

Breast Cancer Awareness Month
October 1: International Coffee Day
October 3: Rosh Hashana
October 5: World Teachers Day
October 10: World Mental Health Day
October 11: National Coming Out Day
October 12: Yom Kippur
October 14: Indigenous Peoples' Day
October 14: Canada Thanksgiving
October 31: Halloween

November

Men's Health Awareness Month: Movember
November 5: Election Day US
November 11: Veterans Day
November 13: World Kindness Day
November 19: International Men's Day
November 20: Transgender Day of Remembrance
November 28: Thanksgiving US
November 29: Black Friday
November 30: Small Business Saturday

December

December 1: Rosa Parks Day
December 1: World AIDS Day
December 2: Cyber Monday
December 3: Giving Tuesday
December 3: International Day of Persons with Disabilities
December 21: First Day of Winter/Winter Solstice
December 25: Christmas Day
December 26: First Day of Hanukkah
December 26: First Day of Kwanzaa
December 26: Boxing Day
December 31: New Year's Eve

*This is not a complete list of all social media or social shopping-driven holidays.

Always create and share content that aligns with your brand story, business objectives, and desired outcomes.

Some are US only, some Canada, some are global. And it's a good idea to Google to confirm dates.



Marketing Plan



Creating Awesome Business Playbook (example)

BIZ STRATEGY

Objective

1. Increase referrals
2. Promote service/product
3. Introduce service/product
4. Become more discoverable

Vision

1. 20 new referrals per month
2. Sell 20 new services per month
3. Sell \$100 in new product per month
4. Obtain 5 YELP reviews per month

Tactics

1. Implement referral program in the salon
2. In-Salon Marketing pieces and dialogue around new product/service
3. Online content for new product/service
4. Create YELP dialogue, add social plug ins, promote on social pages

Measurement

1. Referral report
2. Salon services report
3. Retail sales report
4. YELP business owners dashboard/referral report
5. Google Analytics

Results

- 1.
- 2.
- 3.
- 4.
- 5.

Creating Your Awesome Business Playbook (fill in your dreams)

BIZ STRATEGY

Objective

- 1.
- 2.
- 3.
- 4.

Vision

- 1.
- 2.
- 3.
- 4.

Tactics

- 1.
- 2.
- 3.
- 4.

Measurement

- 1.
- 2.
- 3.
- 4.
- 5.

Results

- 1.
- 2.
- 3.
- 4.
- 5.

Marketing Calendar

Creating Awesome Marketing Calendar - 12 months

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
General Theme	New Year	Love	Spring	Wedding/ Prom/Earth	Mom	Dad	Summer	Back to School	Fall	Halloween	Winter	Holiday
Business Theme												
Service Focus												
Product Focus (include affiliates)												
Education/ Event Focus												
Social/ Digital Focus Email Newsletter												
Text Marketing												
Website												
Instagram												
TikTok												
Facebook												
YELP, Google, Nextdoor												

Appointments, Hours and Events Communications

What we often see on the socials



what do
you mean...



you're fully
booked???

What we often see on the socials

Try not to freak out when you read this next line...

But the holidays are literally around the corner!

I know! Crazy right? But I'm telling you this to take some stress away from you - not add to it!

Did you know that you can pre-book your preferred appointment spots for the rest of the year? That's right! Schedule those holiday hair appointments now so you don't have to stress about them later 😊

How do I book?
Where do I book?



Prebook your holiday appointments... [more](#)

How do I book?
Where do I book?

October 2024

M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	 22	23	24	25	26	27
28	29	30	 31			

We will be open regular hours except where noted



Halloween Makeup and Hair Event



Closing Early for Our Team To Be With Family

November 2024

M

T

W

T

F

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Food Drive for Local Food Bank November 5-10



Closed for Thanksgiving Family Time



Small Business Saturday Shopping Event

We will be open regular hours except where noted

December 2024

M	T	W	T	F	S	S
						1
2	3 	4 	5 	6 	7 	8 
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23				27	28	29
30		31		 Closed for Holiday Family Time  Toy Drive December 10-15		

We will be open regular hours except where noted

November 2024

M	T	W	T	F	S	S
				1	2	3
4						
	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27				
			28	29	30	

caption

We want to be sure you are ready and feeling beautiful for the holidays! Click the link in our bio @ (yourpagename) and tap on the Book button to reserve your appointment. We're so excited to see you!



Food Drive for Local Food Bank November 5-10



Closed for Thanksgiving Family Time



Small Business Saturday Shopping Event

We will be open regular hours except where noted



IG Story

November 2024

M	T	W	T	F	S	S
				1	2	3
4						
	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27				30
	Food Drive for Local Food Bank November 5-10				Small Business Saturday Shopping Event	
	Closed for Thanksgiving Family Time			We will be open regular hours except where noted		

 RESERVE YOUR HOLIDAY APPOINTMENT

Brand aligned emoji

Link sticker with a customized call to action

(use your direct booking link to keep it simple and seamless)

IG Story



**It's time to
reserve your
holiday hair
experience.**

 RESERVE YOUR HOLIDAY APPOINTMENT

Brand aligned emoji

Link sticker with a customized call to
action

(use your direct booking link to keep it
simple and seamless)

Email

Email Copy

Hello. We want to be sure you are ready and feeling beautiful for the holidays. Below you will find our Holiday hours and availability. Click here (hyperlink this to your booking platform) to reserve your appointment. We are super excited to see you!

November 2024

M	T	W	T	F	S	S
				1	2	3
						
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27				
			28	29	30	



Food Drive for Local Food Bank November 5-10



Closed for Thanksgiving Family Time



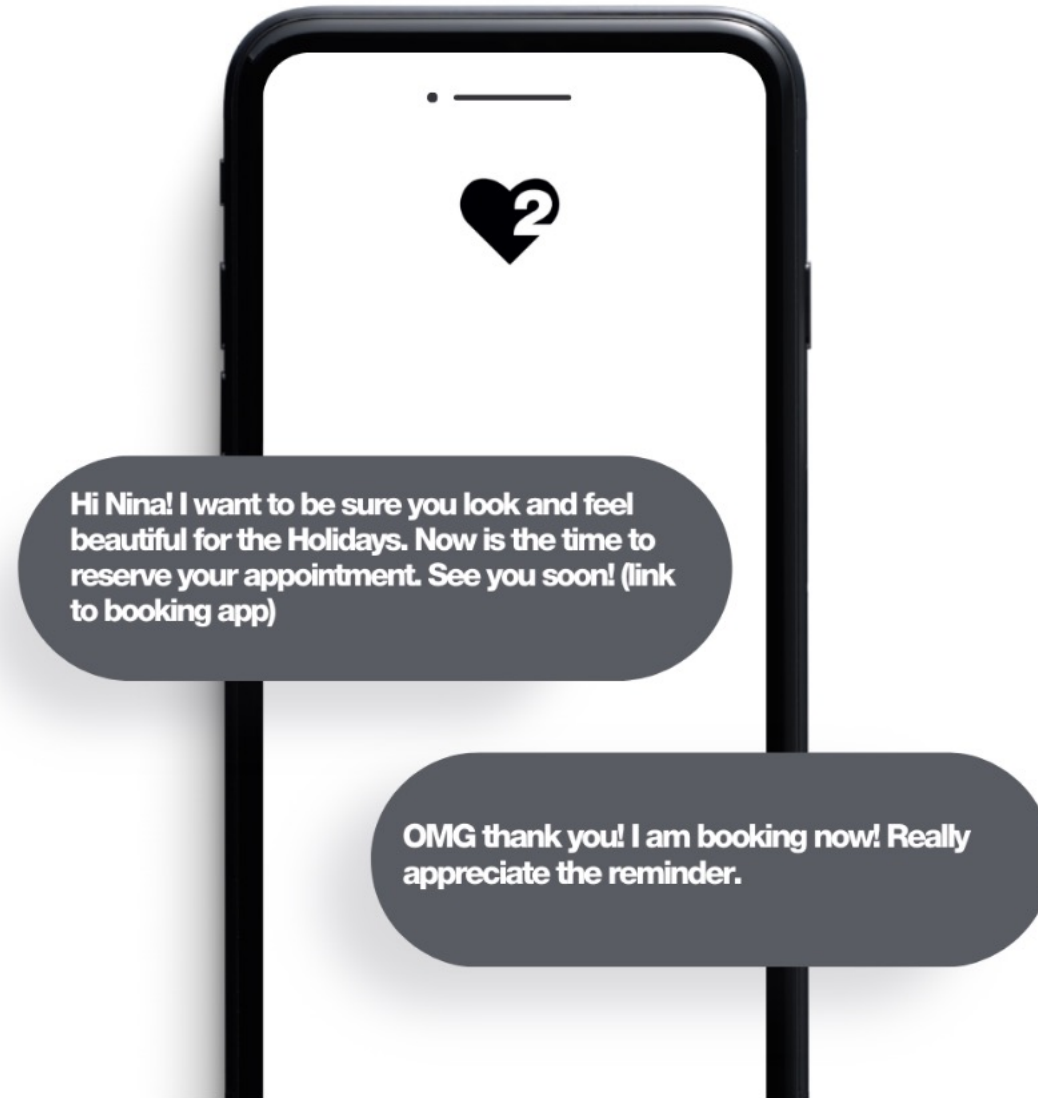
Small Business Saturday Shopping Event

We will be open regular hours except where noted

Click To Reserve Your
Holiday Hair Appointment

Hyperlink this button with the direct link to your booking page

Text Communications



Seasonal Services and Menus

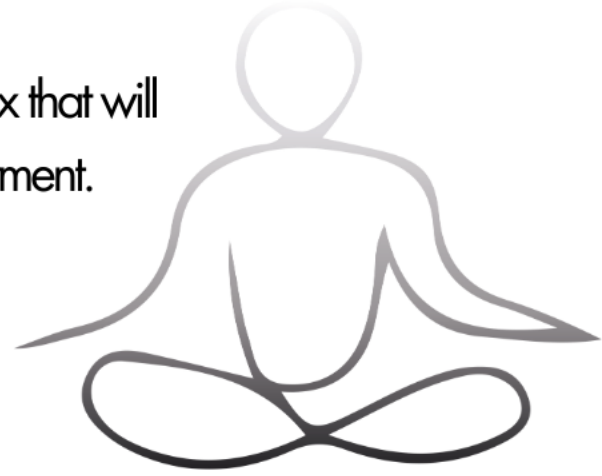
Seasonal Services & Menus

Cinnamon Detox Hair & Scalp Treatment

This experience provides your hair and scalp with delicious and healthy antioxidants, for that pre-holiday detox that will make your hair sing joy to the world. This experience includes a 10-minute scalp massage and hot towel treatment.

Time:

Investment:



Peppermint Soothing Scalp Facial

This experience will soothe your scalp and provide a little boost of energy to help you finish up your holiday planning. This experience includes a 10-minute scalp massage and hot towel treatment.

Time:

Investment:

Pumpkin Spice Hair & Scalp Treatment

This experience delivers the health benefits and joy of pumpkin spice to your hair and will leave you feeling festive and beautiful. This experience includes a 10-minute scalp massage and hot towel treatment.

Time:

Investment:

Seasonal Services

Same Day or Next Day Pick Up Shopping Experience

If you stress about lastminute shopping for your loved ones, this is for you. Let's talk about your gift recipients, curate all the possible gifts, and create the ultimate one-click shopping experience. Done!

Time:



Gift Wrapping

Let's not forget one of the most stressful parts of the season! If gift wrapping is not your thing, we got you. Every purchase you make during the Holiday Season comes with complimentary gift wrapping.

Seasonal Beverage Menus

Seasonal Beverage Menus

Pumpkin Spice Latte

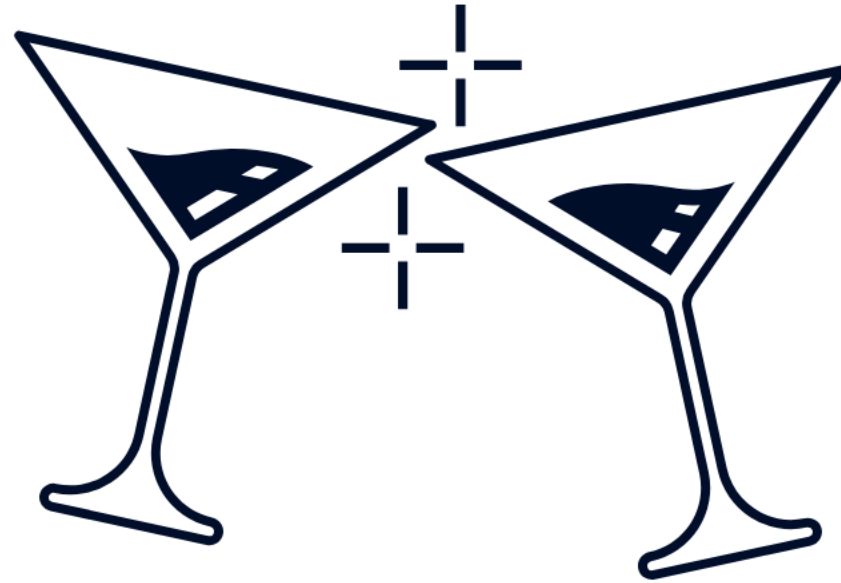
Hot Apple Cider

Peppermint Hot Chocolate

Champagne

Gluten-Free Cookies

Vegan Pumpkin Bread



Roxy's Drink of The Month at Kin Shoppe



kinshoppesalon
KINshoppe Salon

...



kinshoppesalon Our new Holiday drink, Peppermint Mocha Coffee with peppermint whipped cream & candy cane garnish. Yum!

We love the flavored whipped cream, it is so delicious!

Promotions and Programs Planning

AI and Your Promotion Planning

Hello. I am working on my seasonal marketing plans for my salon called Light Salon + Head Spa. I would like ideas for promotions and programs that are aligned with my brand and what our clients value. I do not want to discount services, however, I do want to pack a ton of value into my offerings and make them special. Can you please give me 10 marketing promotion and program ideas for this holiday season that are aligned with my brand story below? Thank you!

light salon + head spa Brand Story Outline

Brand Purpose

Feeling unseen, and unheard, not vibing with previous salon experiences, not feeling like my previous salons were staying on top of trends, not feeling aligned with the values of the brand, and clients seeking a more holistic and healthy approach to all things beauty.

Brand Promise

Create a space and experience of belonging, empowerment with an edge, and feeling good from the inside out. You will feel seen, heard, understood, beautiful and confident.

Brand People

Modern, trendy, fitness & healthy food-minded, meditation/inner work focused, passionate about the planet, value premium experiences

Brand Services and Products

Eco-friendly and modern color, cut and styling services, scalp therapy and head spa treatments, holistic home care for color-treated hair

AI and Your Promotion Planning

Here are 10 holiday season marketing promotion and program ideas for Light Salon + Head Spa that align with your brand story and values:

1. **Holiday Glow Packages:** Curate special packages that combine services like a modern cut, color, and a head spa treatment. Offer these as limited-time holiday packages that include a complimentary consultation for a holistic hair care regimen.
2. **Seasonal Self-Care Workshops:** Host workshops or online webinars focusing on self-care practices, such as stress-relief techniques, meditation, and holistic beauty tips. Include a complimentary mini scalp treatment or product sample for attendees.
3. **Eco-Friendly Gift Sets:** Create and offer curated gift sets featuring eco-friendly and premium hair care products. Include a voucher for a mini service or consultation to personalize the gift.
4. **Member-Exclusive Experiences:** Offer exclusive in-salon events for members or loyal clients, such as a "Holiday Head Spa Retreat" with special treatments, holiday-themed refreshments, and personal care tips.
5. **Holiday Wellness Challenge:** Launch a wellness challenge that encourages clients to engage in healthy habits, such as mindful eating or daily meditation. Participants can earn rewards like discounts on future services or exclusive product samples.

AI and Your Promotion Planning

6. **Customized Holiday Hair Consultations:** Provide complimentary consultations for clients to discuss holiday hair trends, styling tips, and personalized care. Offer a small gift or discount on a future service for those who book a consultation.
7. **Community Collaboration Events:** Partner with local fitness or wellness studios to host joint events or promotions. For example, offer a special deal for clients who attend both a fitness class and a salon service.
8. **Eco-Friendly Holiday Giveaways:** Run a social media contest or giveaway featuring eco-friendly and sustainable beauty products or services. Encourage clients to share their own self-care tips or holiday preparations for a chance to win.
9. **Head Spa & Chill Experience:** Offer a special "Head Spa & Chill" package that includes a luxurious scalp treatment, a cozy blanket, and a relaxing ambiance with soothing music. Perfect for unwinding during the busy holiday season.
10. **Personalized Holiday Care Kits:** Create personalized home care kits for clients that include holistic products tailored to their hair and scalp needs. Include a holiday card and tips for maintaining their hair through the season.

Promotion and Program Ideas

Handwritten Cards and Special Gift Bags



Spooky Season Hair + Makeup Tips LIVE



Instagram LIVE
October 20th
6 pm pacific

Grab a beverage, some makeup, and hair accessories, and let's get spooky @ASchoolSalon

Giving Thanks Giving Back

Join us this Thanksgiving for Food for Friends, a local food bank that feeds thousands of families for the holidays.



Two Ways To Donate

1. Bring nonperishable holiday food to our salon between November 10th-20th
2. Visit foodforfriends.com and make a cash donation

Thank you for being part of feeding our community

Random Acts of Gratitude

All season long when you come into A School Salon you'll see a stack of blank gratitude notes and sanitized pens.

Grab one, share your gratitude, and surprise a stranger or a friend.

You can also place your personalized note on our Gratitude Wall for all to enjoy.

We're so grateful for you.



Get Ready with Us



Instagram LIVE
December 30th
12 pm pacific

Grab a beverage, blowdryer, hair spray and a brush and lets have a hair party.

We will be sharing 4 quick styles to help you prep for your New Years celebrations.

Join us LIVE on Instagram @aschoolsalon

give a gift. get a gift.

Buy

\$50 gift card
\$100 gift card
\$200 gift card

Get

Scalp Treatment, a \$20 value
Skin Care Kit, a \$30 value
Candle, a \$50 value



A Gift For You



Gift Cards and Gift Guides

Offering gift cards has many benefits

- Help simplify your client's shopping and help them save time
- Increase brand awareness
- Increase new client referrals
- Increase happiness, loyalty, and revenue

6 Steps For Offering Gift Cards

1. Decide if you will offer digital and/or printed
2. Check with your business software to see what they have available
3. Check-in with your accountant on laws, financial impacts, etc.
4. Design your cards
5. Market and sell your cards
6. Invite clients to use their cards

Creating a gift guide has many benefits

- Help simplify your client's shopping and help them save time
- Support and promote local, like-minded businesses
- Promote your products and services
- Create + and repurpose content for multiple social + and digital platforms
- Increase happiness + revenue

5 Steps To Creating A Gift Guide

1. Decide on which products and services you want to feature (focus on ones that have value for your clients and are aligned with your brand)
2. Collect all the graphics and links for your guide
3. Decide where you will share your guide (social, Stories, Reels, TikTok, newsletter, website, text, etc.)
4. Create a design for your guide keeping in mind your brand identity and the different formats of the platforms you choose to share your guide
5. Share your Gift Guide and bring joy to your world!

Promotion or Program Planner

objective/outcome

goal

plan/budget/
resources needed

create

execute

measure

Promotion Planner example

objective/outcome	Seasonal menu items create interest, engagement, revenue + joy
goal	Joy for my clients, reduce their stress + overwhelm, generate \$1000 additional \$
plan/budget resources needed	Create 3 new menu items, order supplies, create content for socials, newsletter + in salon No additional resources are needed. The budget is \$200 for new supplies.
create	Have all things created by October 15 for launch. Booked create time.
execute	Launched on time, clients seem excited and are booking the new services.
measure	Generated \$750 in add on revenue and made clients SO happy. I call it a success!

Workshop Part 1

Next Steps

- Reserve time to work on your seasonal marketing plans
- Get clear on your objectives and outcomes
- Create your plan
- Organize your plan
- Build your communications for appointment booking
- Schedule time in October for content creation
- Get support from our A School group
- Have FUN!



Seasonal Marketing Workshop Part 2

**October 7
6 pm pacific**

Workshop Purpose + Outcome

In this Workshop we will dive into ideas and frameworks to prepare for the holiday season from Halloween to New Years, from client booking to promotions, to communications and content creation, and givebacks, with the intention being that you feel clear, focused, grounded, aligned and have an awesome and fulfilling holiday season.



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Workshop Purpose + Outcome

In this Workshop we will dive into ideas and frameworks to prepare for the holiday season from Halloween to New Years, from client booking to promotions, to communications and givebacks, with the intention being that you feel clear, focused, grounded, aligned and have an awesome and fulfilling holiday season.