

# 2021 Holiday Calendar

Getting ready for the holidays  
at your salon or spa



# Introduction

Now's the time to prepare for the holiday hustle and bustle at your salon or spa. This season, there's a huge opportunity to grow your clientele and increase revenue.

And with so much to do—stock inventory, create holiday gift packages, and market seasonal offerings—you'll need all the time you can get to ensure your clients are happy and your business is profitable during the most wonderful time of the year.

With that in mind, we've created a step-by-step calendar to keep you and your team on track. Happy planning and happy (almost) holidays!



## Want help staying on track?

Click the **+** on the upcoming pages to add our suggested dates to your personal calendar.

# September

## Tasks

### Order retail products and supplies.

Take inventory and decide if you need to purchase:

- Seasonal inventory
- Gift cards and gift card holders
- Gift bags, tissue, ribbon, etc.

### Outline goals for holiday promos.

Be specific to gauge success. How many new customers will visit your business this season? How much revenue will you earn from retail and gift cards?

### Determine promo specifics.

Will you bundle products? Offer a gift with purchase? Offer 24-promotions (for Black Friday, Small Business Saturday, and/or Cyber Monday)? What about a "treat yourself" special for those looking to pamper themselves? When will each launch and expire?

### Confirm your holiday promo marketing strategy.

Use our [marketing budget and plan template](#) to help budget accordingly.

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
	Labor Day					
12	13	14	15	16	17	18
			Yom Kippur			
19	20	21	22	23	24	25
26	27	28	29	30		

### Task dates to keep you on track:

- 8<sup>th</sup> – Order retail products and supplies
- 15<sup>th</sup> – Outline goals for holiday promos
- 17<sup>th</sup> – Determine promo specifics
- 27<sup>th</sup> – Confirm holiday promo marketing strategy

# October



## Tasks

### Set up your software for success.

More than [half of consumers start shopping before November 1](#), so you'll want to be ready as early as possible. If you're a Mindbody customer, this might include creating a promo code, selling online gift cards, and logging and adjusting inventory.

### Update your service menu.

With consumers eager to get back to their wellness and beauty routines, our research shows they are more willing to try new services at your business.<sup>1</sup> You should also consider adding express services to your menu to allow for more client bookings during the busy holiday season to bring in additional revenue.

### Schedule your holiday email marketing.

This task can be easily delegated to a member of your team. Give them a copy of [The Complete Guide to Email Marketing](#) for best practices.



Don't forget: October is Breast Cancer Awareness Month. Consider offering donation-based service add-ons or participating in an awareness event with your team to support the "pink" cause.

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11 Thanksgiving (Canada) Indigenous Peoples' Day (US)	12	13	14	15	16
17	18	19	20	21	22	23
	Mawlid al Nabi					
24	25	26	27	28	29	30
31 Halloween (US)						

### Task dates to keep you on track:

- 4<sup>th</sup> – Set up your software for success
- 13<sup>th</sup> – Update your service menu
- 22<sup>nd</sup> – Schedule your holiday email marketing

1. Mindbody. Summer 2021 US Consumer Survey. July 2021.

# November



## Tasks

### Schedule a meeting with your team.

Go over your holiday schedule, explain promotion specifics, and answer any questions they may have. If you've been thinking about adding an [AI assistant](#) to your front desk, now might be the perfect time to do so. The more supported your team is, the less stressful (and more successful) the holidays will be.

### Use text message marketing to support deadlines...

...especially if you plan on running one-day-only promotions for Black Friday, Small Business Saturday, and/or Cyber Monday. With [Marketing Suite](#), you can use two-way text messages to promote your holiday offerings.

### Set the holiday mood.

The day after Thanksgiving (aka Black Friday), put up decorations like snowflakes, velvet accents, glitter, and lights to resonate with clients, regardless of their background. Need inspiration? [Check out our Pinterest board for salon and spa holiday decor.](#)

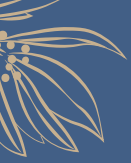


Remember: November, aka "Movember" is dedicated to raising awareness of men's health issues. If you're a hair salon or barbershop, host a donation-based, mustache styling workshop. If you're a spa, donate a portion of the proceeds from men's services.

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
	Dia de los Muertos			Diwali		
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
				Thanksgiving (US)	Black Friday	Small Business Saturday
28	29	30				
	Cyber Monday					
	Hanukkah					

### Task dates to keep you on track:

- 5<sup>th</sup> – Schedule a meeting with your team
- 24<sup>th</sup> – Use text message marketing to support deadlines
- 26<sup>th</sup> – Set the holiday mood



# December



## Tasks

### Check in with your team.

Thank your staff for all of their hard work this season and throughout the year. With so many other obligations during this time, wait to schedule any team celebrations until after the new year.



SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
			Hanukkah			
5	6	7	8	9	10	11
Hanukkah						
12	13	14	15	16	17	18
19	20	21	22	23	24	25
					Christmas Eve	Christmas
26	27	28	29	30	31	
Boxing Day					New Year's Eve	

### Task dates to keep you on track:

15<sup>th</sup> – Check in with your team





To learn first-hand how Mindbody can position your business for success, [schedule a guided tour today.](#)

