

2023 Holiday Calendar

Getting ready for the holidays
at your salon or spa



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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.

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 schedule. 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.

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.

According to the [2023 Mindbody Wellness Index](#), 75% of consumers say wellness is more important than ever and 65% consider beauty and grooming a part of wellness. That means consumers may be more likely to try out new services at your business. 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 Thanksgiving (Canada) Indigenous Peoples' Day (US)	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31		Mawlid al Nabi		
		Halloween (US)				

Task dates to keep you on track:

- 3rd – Set up your software for success
- 12th – Update your service menu
- 21st – Schedule your holiday email marketing

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
			Día de los Muertos			
5	6	7	8	9	10	11
12	13	14	15	16	17	18
Diwali						
19	20	21	22	23	24	25
				Thanksgiving (US)	Black Friday	Small Business Saturday
26	27	28	29	30		
	Cyber Monday					

Task dates to keep you on track:

- 4th – Schedule a meeting with your team
- 23rd – Use text message marketing to support deadlines
- 25th – 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	5	6	7	8	9
				Hanukkah		
10	11	12	13	14	15	16
				Hanukkah		
17	18	19	20	21	22	23
24	25	26	27	28	29	30
Christmas Eve	Christmas	Boxing Day				
31						
New Year's Eve						

Task dates to keep you on track:

14th – Check in with your team



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

