

Promotional Calendar of Ideas

Monthly themes and seasonal promotions help provide fresh content for social media posts, press releases, or fresh content for your website. Use the following list to help brainstorm and plan your calendar of promotions for 2017.

JANUARY:

- New Year, New You
- Sticking to your resolutions
- Can losing weight create more of an aged appearance?
- How to fight seasonal affective disorder - Botox
- National eye care month
- National Staying Healthy Month
- National Thank You Month

FEBRUARY:

- How men can get date ready
- Groundhog day—don't let your beauty get stuck in a rut
- Mardi Gras
- Chocolate Lover's Month
- Valentine's Day

MARCH:

- Daylight Savings—Spring Forward
- March 20th-1st day of Spring
- Get an extra hour of sunlight—SPF
- Vacation ready
- March Madness—brackets
- Social Workers Month—sending flyers with special offer to social workers
- St. Patrick's Day
- March 9th—Barbie's birthday
- Pi Day- 3.14,
- Einstein's Birthday-- March 14th
- March 24th—Houdini's birthday—make wrinkles disappear
- March 30—Doctor's Day
- Bridal calendar

APRIL:

- April 1st—April Fools—don't be fooled by these beauty treatments
- April is Keep America Beautiful month
- April 15th--Tax Day (Botox approved by FDA in 2002)
- April Showers—facial rejuvenation with water
- April 22nd-Earth Day
- April 30th- Dysport wins approval by FDA (in use 1 year)

MAY:

- Military Spouses Day- day before Mother's day
- Mother's Day—Mother/Daughter Appointments

- Skin Cancer Awareness month—SPF
- Getting ready for the summer
- National Loyalty Day
- National Physical Fitness and Sports Month
- Memorial Day
- Nurses Day--May 12th
- National Teachers Day--May 8th
- Self-Love Month

JUNE

- June is Acne Awareness Month
- June 8th is best friend's day
- June 15th- the power of a smile day
- Father's Day
- Wedding Quick Fixes
- June 29th—Camera Day, be camera ready
- National Rose Month

JULY

- July 31--National Parents Day
- July 23—Gorgeous Grandma Day
- Workaholics day
- July 3rd—compliment your mirror day
- Fireworks—laser beams
- July 5th—workaholics day
- Getting your skin ready for travel

AUGUST

- August 1st is Girlfriend's Day
- August 15th is national men's grooming day and relaxation day
- National Smile Week
- August 8th—Dollar Day
- August 26th- Cherry popsicle day—Cheery Peel
- Air and Water Show—Filler and Oxygen facial
- Fall Beauty Trends

SEPTEMBER

- Back to School- Mom's Supply list
- Undoing summer damage
- Update your wardrobe, update your look (seasons changing)
- September 19th National wife's day
- September 28th National good neighbor day – give everyone on the floor a little gift

OCTOBER:

- Spider veins (Halloween)
- Trick or Treat (Myths/Truths)
- Scars
- Plastic Surgery doesn't make you look scary
- National Popcorn Month
- October 23rd National Mole Day
- October 16th--National Boss Day
- October 20th--Sweetest Day

- Breast Cancer Awareness Month

NOVEMBER:

- Housewives' Day
- National Healthy Skin Month
- Fall Back—Daylight Savings ends--Fall back to younger skin
- National Good nutrition month
- Getting ready for holiday events

DECEMBER:

- Give the gift of the aesthetic checkup
- Stocking Stuffers, gift cards, skin care products
- Gift for a year—Whole year package?
- 12 Days of Christmas