

Social Media Content Calendar

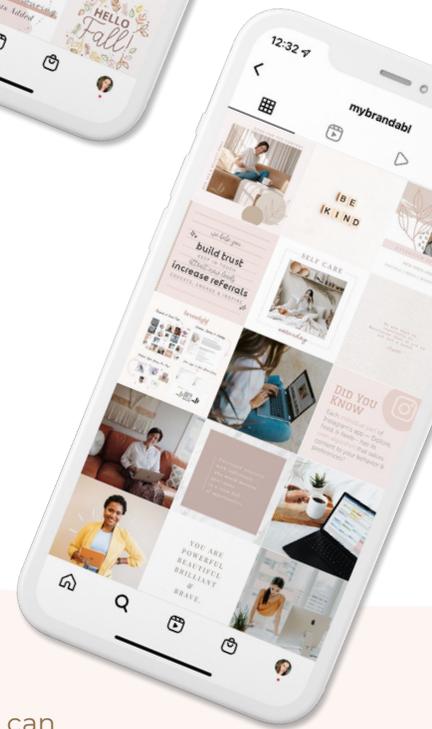
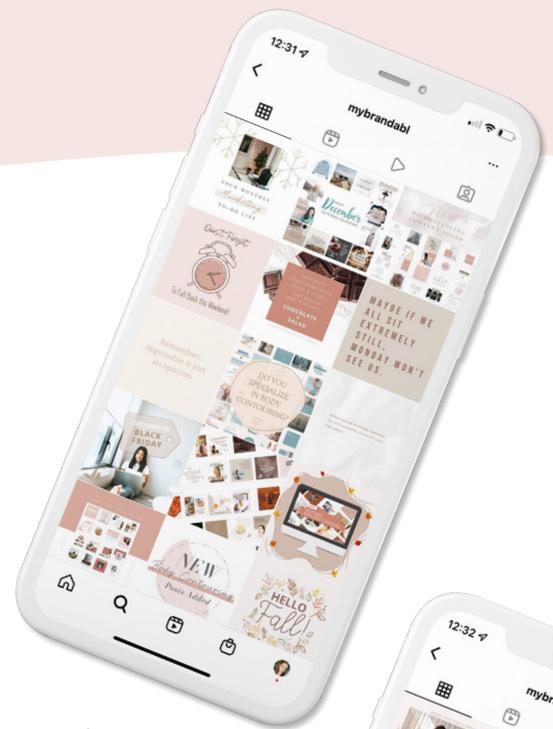
Social media is at the heart of your brand. Your online presence is what humanizes your business and strengthens your connection with your target audience. Successful brands post an average of 27.9 times per month (just about every day). We know you're busy—which is why we've created this handy editorial calendar to keep your social profiles on track. Use the following pages as a guide for your content and promotions over the coming months.

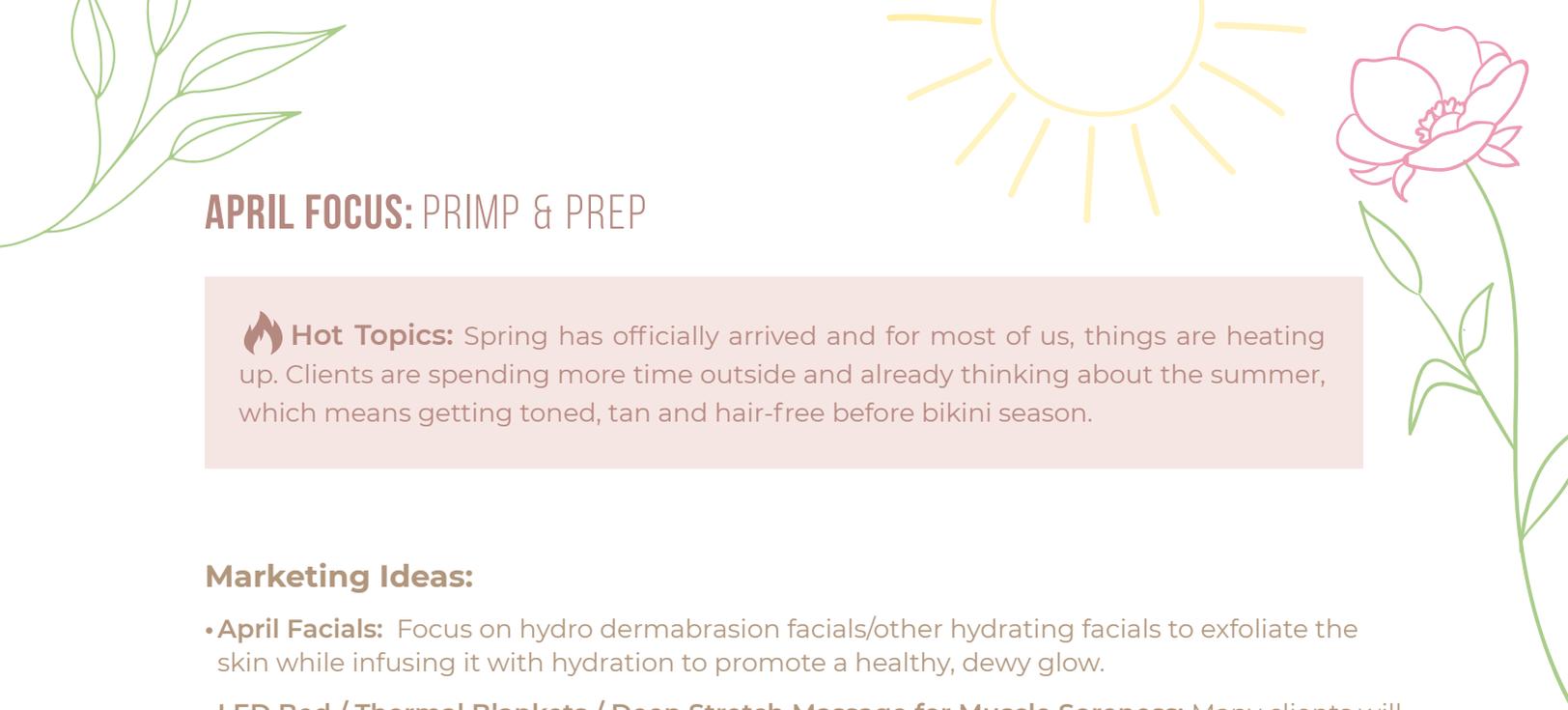
PRO TIP:

If posting every day or even twice a week sounds unrealistic, that's ok! You can always enlist the help of a professional content creator like Brandabl.

Brandabl isn't your "typical" content creator. We provide everything—graphics, captions, and hashtags included. Plus, we even customize that content with your unique brand colors, logo, style, and voice. We're proud to be the only content provider that gives you ready-made social posts custom-tailored to your beauty or med spa business.

If you're ready to harness the power of social media, visit mybrandabl.com and sign up for a FREE trial today. Let us focus on your content so you can focus on your craft.





APRIL FOCUS: PRIMP & PREP

 **Hot Topics:** Spring has officially arrived and for most of us, things are heating up. Clients are spending more time outside and already thinking about the summer, which means getting toned, tan and hair-free before bikini season.

Marketing Ideas:

- **April Facials:** Focus on hydro dermabrasion facials/other hydrating facials to exfoliate the skin while infusing it with hydration to promote a healthy, dewy glow.
- **LED Bed / Thermal Blankets / Deep Stretch Massage for Muscle Soreness:** Many clients will have started exercising and training recently in hopes of shaping up for summer. Now is the time to offer treatments that can help ease that post-exercise muscle soreness.
- **In Honor of Earth Day:** Feature an exclusive facial made from all-natural ingredients and plant extracts.
- **Stress Awareness Day (4/16):** Offer a Stress Relief Package featuring a relaxing massage and a gentle facial with take-home extras like bath bombs and masks
- **Energizing IV Infusions:** Promote vitamin B IV infusions that boost energy, improve mood, and benefit skin, hair and nail health
- **Sugaring and Waxing** Highlight as convenient alternatives to shaving now that clients are breaking out their shorts and dresses.

To Do's:

- Link to peer reviewed studies or articles that pertain to the benefits of treatments like LED therapy etc. Post these links on LinkedIn, Facebook, and Instagram Stories
- Go Live on Instagram and lead an engaging stretching or deep breathing exercise every Tuesday morning
- Refresh stale Instagram Highlight Covers
- Make time for "spring cleaning" and go through your website to make sure all of your information is current and up-to-date.

MAY FOCUS: SPRING INTO SUMMER

 **Hot Topics:** Many of your clients will be taking advantage of sunnier spring days. While proactive clients will have already begun aesthetic treatments in preparation for summer, others need a bit of encouragement. Now is the time to educate your audience about all the treatment options at their disposal. Hair removal, spray tans, skin tightening and body contouring treatments are a great place to start.

Marketing Ideas:

- **Springtime Skin Tightening/Body Contouring Packages:** Offer discounts when several sessions are purchased in advance.
- **Hair Removal & Spray Tan Bundle:** Run a promotion for half off a spray tan with the purchase of any waxing or sugaring service.
- **Mother's Day Deals:** Run a short term special such as discounted massage and facial treatments in honor of Mother's Day.
- **Fillers & Injectables Loyalty Special:** By now many of last year's filler clients will be due for a maintenance treatment! Consider extending a discount to any returning clients who have had a filler appointment within the past 12-18 months.
- **Waterproof Lashes & Brows:** With water activities on the horizon, it's a great time to start promoting permanent makeup and microblading services.
- **Skin Cancer Awareness Month:** May is Melanoma Skin Cancer Awareness Month. Consider offering a free travel sized sunscreen with every facial or use this month to promote spray tans as a healthier alternative to tanning beds.

To Do's:

- Start a Pinterest account for your business.
- Transition to warm-weather imagery on your Facebook and LinkedIn profile covers
- Post "Staff Picks" for best SPF for lips, scalp, face, and body
- Create a branded hashtag for your social media posts—and encourage clients to use it



JUNE FOCUS: VACATION & BIKINI SEASON



Hot Topics: Schools are letting out for the summer and many clients are preparing to go on vacation, which means a newfound focus on aesthetic body goals. Expect to receive many first-time clients looking to dip their toes into the world of waxing, body contouring, injectables and more. Be ready to educate these new clients and make sure they have the proper after-care information to make the most out of their services...and keep coming back!

Marketing Ideas:

- **Bronze Beauty:** Clients receive a special gift with spray tan packages purchased in the month of June.
- **H2O & Glow:** Promote IV infusions that boost hydration and benefit the body
- **Vacay Vixen Value Buys:** Give a discount when 2 or more different treatments are booked at once.
- **New Client Injectables Special:** Advertise discounted injectables and fillers for new clients.
- **Father's Day Exclusive:** Put together a signature spa package for dads. This might include a thermal blanket treatment, IV infusion or men's facial.
- **Global Running Day:** Remind the runners in your audience that you offer LED healing therapy or muscle relieving massages that ease tension and soreness
- **National Nail Polish Day:** Post hot nail trends in honor of National Nail Polish Day on June 1

To Do's:

- Host a Summer Soiree event where clients can come in and try Nutritional IV Therapy, injectables, or other fun treatments together in a group setting
- Place an ad in your local magazine for an in-demand service like Spray Tan Parties
- Run a contest for National Selfie Day and encourage clients to submit their post-treatment selfies using your branded hashtag to enter
- Sponsor an event (think "Global Running Day") and include coupons in the event swag bags for your services

Holi-Date

Cheat Sheet



JANUARY

- 1/1—New Year's Day
- 1/8—Bubble Bath Day
- 1/8—Winter Skin Relief Day
- 1/10—Houseplant Appreciation Day
- 1/12—Hot Tea Day
- 1/13—Take the Stairs Day
- 1/15—National Hat Day
- 1/17—Martin Luther King Jr Birthday
- 1/21—Hugging Day
- 1/24—Compliment Day
- 1/26—National Spouses Day

FEBRUARY

- Black History Month**
- Cherry Month**
- Grapefruit Month**
- 2/14—Valentine's Day
- 2/21—Presidents' Day
- 2/18—Drink Wine Day
- 2/22—Margarita Day

MARCH

- Women's Month**
- 3/1—Mardi Gras / Fat Tuesday
- 3/8—International Women's Day
- 3/16—Lips Appreciation Day
- 3/17—St. Patrick's Day
- 3/20—Spring Equinox
- 3/26—National Spinach Day

APRIL

- 4/1—April Fools Day
- 4/3—Find a Rainbow Day
- 4/17—Easter Sunday
- 4/7—World Health Day
- 4/16—National Stress Awareness Day
- 4/17—Herbalist Day
- 4/22—Earth Day

MAY

- Mental Health Month**
- Melanoma Skin Cancer Awareness Month**
- 5/7—Herb Day
- 5/7—National Fitness Day
- 5/3—Garden Meditation Day
- 5/3—Teachers' Day (teacher appreciation week)
- 5/6—National Nurses Day
- 5/6-5/12—Nurse Appreciation Week
- 5/8—Mother's Day
- 5/27—Sunscreen Day
- 5/30—Memorial Day

JUNE

- 6/1—National Nail Polish Day
- 6/8—Best Friend's Day
- 6/15—Smile Power Day
- 6/19—Father's Day
- 6/21—National Selfie Day
- 6/21—First Day of Summer