

EMAIL CONTENT IDEAS FOR SALON SPA & BARBER SERVICES

Increase appointments, product purchases and referrals.

You know it's important to regularly communicate with your audience. We know there are times when you need some inspiration of what to send out. Here you will find a few content ideas for inspiration, the link or button to design the email around so it meets your primary goal, and recommended Constant Contact templates that are a great fit for that email so you can create quickly.

CONTENT IDEAS	LINKS AND BUTTONS	TEMPLATE IDEAS
Share the new and favorite services and products you have available and their benefits to encourage clients to book an appointment.	<ul style="list-style-type: none"> • Schedule an appointment • Share with friends and family with friends and family 	<ul style="list-style-type: none"> • Salon or Spa Services • Customer Product/Service News
Share seasonal styling tips, specials and trends to inspire clients to change things up.	<ul style="list-style-type: none"> • Schedule an appointment • Share with friends and family 	<ul style="list-style-type: none"> • Salon Seasonal • Product/Service Promotion I & II • Product/Service Showcase
Announce a health and beauty workshop to get clients in and drive product sales.	<ul style="list-style-type: none"> • Register for this workshop • Share with friends and family 	<ul style="list-style-type: none"> • Business Event
Announce limited time deals on products and services available when clients provide a referral.	<ul style="list-style-type: none"> • Schedule an appointment • Refer a friend, colleague or family member 	<ul style="list-style-type: none"> • Customer Product/Services promotion • Discount Offer
Share before and after photos of client's hair, nails, and makeup at the salon/spa, weddings, proms, or other events to drive appointments.	<ul style="list-style-type: none"> • Schedule an appointment • Share with friends and family 	<ul style="list-style-type: none"> • Salon or Spa Gallery • Customer Product/Service News

Take advantage of the upcoming holidays by sharing new product and services, specials, trends or tips related to:

WINTER	SPRING	SUMMER	FALL
<p>December</p> <ul style="list-style-type: none"> • Giving Tuesday • National Weddings Month • Make A Gift Day • Salesperson Day • Hanukkah • Ugly Christmas Sweater Day • Re-gifting Day • Christmas • Make Up Your Mind Day <p>January</p> <ul style="list-style-type: none"> • New Year's Day • National Thank You Month • International Creativity Month • Ditch New Year's Resolutions Day • International Sweatpants Day <p>February</p> <ul style="list-style-type: none"> • Heart Month • Madly in Love with Me Day • Valentine's Day • Singles Awareness Day • Random Acts of Kindness Day 	<p>March</p> <ul style="list-style-type: none"> • World Compliment Day • Dream Day • National Color Therapy Month • I want you to be happy day • National Mom and Pop • Business Owners Day <p>April</p> <ul style="list-style-type: none"> • Couple Appreciation Month • Earth Awareness Month • Easter • Hair Style Appreciation Day • Walk on Your Wild Side Day • Earth Day • Honesty Day <p>May</p> <ul style="list-style-type: none"> • Military Appreciation Month • Mother's Day • Lucky Penny Day • Graduations • Prom • Memorial Day 	<p>June</p> <ul style="list-style-type: none"> • World Environment Day • Father's Day • National Splurge Day • Flip-Flop Day • Beautiful in Your Skin Month • Public Service Day • Social Media Day <p>July</p> <ul style="list-style-type: none"> • Bikini Day • 4th of July • National Work-a-Holics Day • All or Nothing Day • Everybody Deserves a Massage Week • Parent's Day <p>August</p> <ul style="list-style-type: none"> • National Girlfriends Day • Just Because Day • Friendship Day • Back-to-School • Relaxation Day • Be Kind to Humankind week 	<p>September</p> <ul style="list-style-type: none"> • Labor Day • National Courtesy Month • National Grandparent's Day • Good Neighbor Day • Swap Ideas Day • Patriot Day • National Women's Friendship Day • American Business Women's Day <p>October</p> <ul style="list-style-type: none"> • Breast Cancer Awareness Month • Do Something Nice Day • Face Your Fears Day • Make A Difference Day • Halloween <p>November</p> <ul style="list-style-type: none"> • Shopping Reminder Day • Thanksgiving • Black Friday • Small Business Saturday • Military Family Appreciation Month • National Healthy Skin Month • National Day of Giving

WINTER-THEMED TEMPLATES	SPRING-THEMED TEMPLATES	SUMMER-THEMED TEMPLATES	FALL-THEMED TEMPLATES
<ul style="list-style-type: none"> • Valentine Hearts • Valentine Roses • Boxing Day - Canada • Christmas Card • Family Day • Holiday Berry • Holiday Card • Holiday Elegant • Holiday Snowman 	<ul style="list-style-type: none"> • Happy Victoria Day • Easter • St. Patrick's Day Card II • Earth Day 	<ul style="list-style-type: none"> • Happy July 4th • Happy Independence Day 	<ul style="list-style-type: none"> • Happy Halloween • Happy Labor Day • Labour Day - Canada • Thanksgiving • Thanksgiving - Canada