Beauty Business Planner

Powered by Lee's Beauty Centre & Spa

15 December to 14 February

Themes for this period:

Sankranti

Valentine's Day

Offers for Existing Customers:

Sankranti Special: Get a discount on your next visit + **Free hair spa** with any service.

Valentine's Special: Enjoy **1 free service** with any package.

Give **Gift Voucher.**

Offers for New Customers:

Sankranti Special: First-time customers get a **discount.**

Valentine's Day: Buy 1 Get 1 Service Free.

Expert Tips:

WhatsApp: Share offers via **broadcasts** + send **reminders**.

Facebook: Post **before & after** + create event **promotions.**

Instagram: Share **testimonials** + run stories with **polls/flash deals.**

Google Reviews: Encourage **reviews** + respond to client **feedback.**

15 January to 15 March

Themes for this period:

Women's Day

Offers for Existing Customers:

Women's Day Special:
Flat some **% off** on selected beauty services.
Free **manicure or threading** with any package.

Loyalty Bonus:
Give **Gift Voucher.**

Offers for New Customers:

Welcome Offer:
Some % off on your first visit.

Women's Day Exclusive: Buy 1 Get 1 on any service.

Expert Tips for Promotions:

WhatsApp: **Broadcast offers** every alternate day + **update status** daily.

Google Reviews: Offer discounts for reviews + **thank customers** for feedback.

Instagram: Post 2-3 creatives/videos + **share** client feedback with your logo.

Cross-Promotion: Collaborate with nearby shops like clothing, jewellery, novelty, etc for joint **Women's Day** offers.

15 March to 31 July

Themes for this period:

Summer

Offers for Existing Customers:

Summer Glow Special:
Some **% off on anti-tan facials** and body polishing.
Free **pedicure** with any spa treatment.

Hair Care Bonus:
Some **% off** on **hair spa + free summer hair** care tips.
Flat some **% off on haircuts and conditioning** treatments.

Offers for New Customers:

Welcome Summer Offer:
Some % off on your **first anti-tan treatment.**
Buy 1 Get 1 offer on selected services.

Summer Spa Treat:
Book body polishing and get **some % off** on your next visit.
Combo: **Anti-tan facial + pedicure** at **₹ (discounted price).**

Expert Tips for Promotions:

WhatsApp: Share offers and tips on summer care via **broadcasts and status.**

Google Reviews: Offer discounts for **reviews and feedback.**

Instagram: Post anti-tan **transformations** + **run polls** for favorite summer services.

Cross-Promotion: Tie up with gyms, swimming pools, and schools for promotions.

For more information, visit www.deasra.in

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15 March to 31 May

SPECIAL OFFER

Themes for this period:

Wedding



Offers for Existing Customers:



Wedding Special: Free bridesmaid service with **bridal makeup.**



Group Bookings: Discounts on group bridal bookings.



Loyalty Bonus: Free touch-up with bridal package.

Offers for New Customers:



Bridal Glow: Discount on first bridal booking.



Group Offer: Discount for bridesmaids.



Exclusive Combo: **Free consultation** with wedding package.

Expert Tips:

WhatsApp: Share offers via **broadcasts + reminders.**

Facebook: Post wedding-themed **creatives + testimonials.**

Instagram: Post bridal **reels + before-after shots.**



Collaborations: Partner with photographers + planners.



15 May to 15 September

Themes for this period:

Monsoon



Offers for Existing Customers:



Monsoon Glow: Some % off on any service.



BOGO: Buy 1 Get 1 service for free.



Monsoon Special: Discount on body/hair services

Offers for New Customers:



First-Time Offer: Add-on Discount on skin or hair services.



Combo Deal: Manicure-pedicure + spa at a special price.



Monsoon Care: Free consultation with your first booking.

Expert Tips for Promotions:

WhatsApp: Share **weekend offers + rainy-day tips.**

Facebook: Highlight hair care **transformations + deals.**

Instagram: Post **spa routines + monsoon makeovers.**

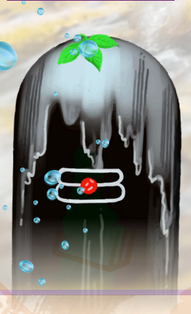
Google Reviews: Offer discounts for leaving **positive reviews**.



15 June to 3 September

Themes for this period:

Shravan



Offers for Existing Customers:

Shravan Special: Discount on Mehendi and Makeup.

Combo Offer: Discount on 2-3 services combined.

Loyalty Perks: Free 1 hand Mehendi for repeat customers.

Offers for New Customers:

First-Time Deal: Discount on Mehendi bookings.

Combo Packages: Save more with **Mehendi + Makeup combos.**

Festive Freebie: Free consultation on first visit.

Expert Tips for Promotions:

WhatsApp: Send **festive offers + daily updates.**

Facebook: Create **events** + share **Shravan-themed offers.**

Instagram: Post festive **makeup looks + client reels.**

Collaborations: Tie-up with local jewelers for promotions.

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15 July to 30 September

Themes for this period:

Rakhi & Ganpati



Offers for Existing Customers:



Rakhi Special: Buy 1 Get 1 service free for your sibling.



Ganpati Glow: Flat discount on festive **makeup** packages.

Loyalty Rewards: Gift vouchers for regular clients during Ganeshotsav.

Offers for New Customers:



First-Time Festive Offer: Discount on **Makeup** and **Mehendi** services.



Exclusive Combo: Makeup + Mehendi package at a special price.



Gift Vouchers: Buy 1 Get 1 Free Offer.

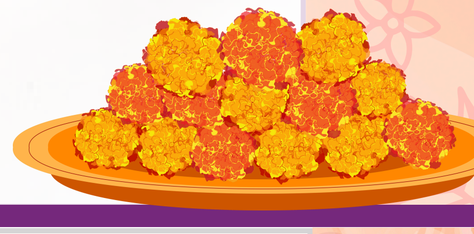
Expert Tips:

WhatsApp: Send **festive greetings** + offers via **broadcasts.**

Instagram: Share **Rakhi bonding + Ganpati celebration looks.**

Facebook: Promote festive-ready **transformations + gift vouchers.**

Cross-Promotions: Partner with gift shops for Rakhi offers.



15 September to 30 November

Themes for this period:

Navratri & Diwali



Offers for Existing Customers:



Navratri Special: Free **hairstyling** with festive **makeup.**



Diwali Glow Package: Discount on full beauty service combos.

Loyalty Bonus: Get **exclusive gift vouchers** for festive bookings.

Offers for New Customers:

First-Time Festive Offer: Discount on **Navratri/Diwali makeup**.



Combo Deals: Makeup + Mehendi + Hair services at a special price.

Diwali Gifting: Buy gift vouchers for loved ones in festive season.

Expert Tips for Promotions:

WhatsApp: Share **festive discounts + send reminders** for pre-booking.

Facebook: Showcase **before-and-after** transformations + festive looks.

Instagram: Post makeover reels + festive hairstyle tutorials.

Cross-Promotions: Collaborate with clothing and jewellery stores for festive offers.



1 December to 31 December

Themes for this period:

Christmas & New Year





Offers for Existing Customers:



Christmas Special: Free any 1 service with **party makeup**.



New Year Glow Package: Discount on **beauty and hair** combo services.

Loyalty Bonus: Exclusive **gift vouchers for regular clients** during the festive season.

Offers for New Customers:

First-Time Offer: Discount on **party or bridal makeup**.



Festive Combo: Beauty + Hair services at a special festive price.

Holiday Gifting: Purchase gift vouchers for your loved ones this season.

Expert Tips for Promotions:

WhatsApp: Share **festive offers** with reminders for booking slots.

Facebook: Share festive-themed **makeover posts + run limited-time offers.**

Instagram: Post reels showcasing **party looks + client testimonials.**

Cross-Promotions: Partner with party planners, event halls, or boutiques to promote services.



For more information, visit www.deasra.in