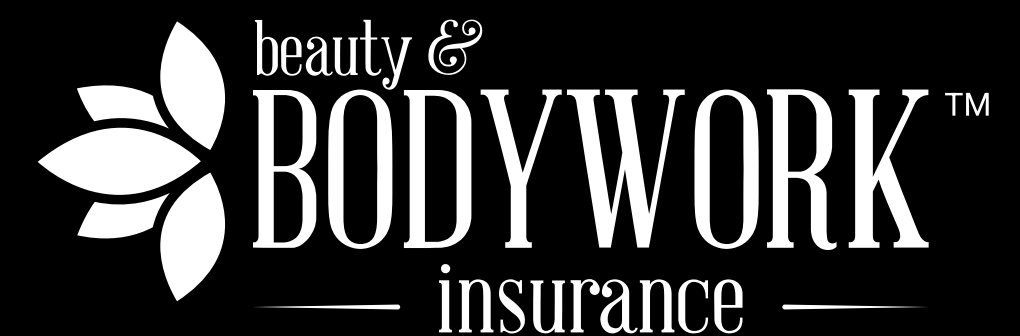




2026

Salon Marketing Calendar

Glow up your business with BBI's
12-month printable calendar full of
promotion ideas, quick tips, and
space for your notes!



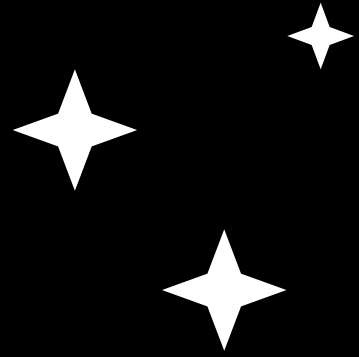
Your Insurance Partner
www.insurebodywork.com

Hello There!

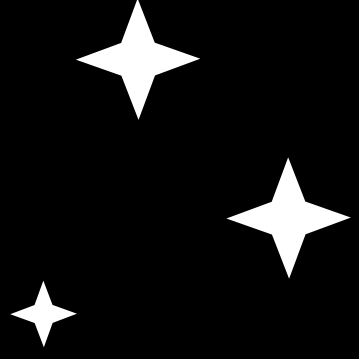
Welcome to your 2026 Salon Marketing Calendar. This free BBI resource is designed to keep you inspired, organized, and thriving *all year* long. “Booked and busy!” - you, after downloading this calendar.

Whether you’re a hair stylist, esthetician, nail technician, or an all-things-beauty professional, use this calendar to plan promotions, stay ahead of each season, and, most importantly, connect with clients.





How to Use this Calendar



- **Plan promotions around holidays ahead of time:** Align your offerings with special days or seasons beforehand, so you never get stuck trying to market an idea last-minute.
- **Mix evergreen with trending content:** Don't be afraid to take advantage of a social media trend, but keep it balanced with classic content that won't go out of style.
- **Commit to consistent marketing:** Showing up every month builds stronger relationships with your client base and ensures you stay top of mind throughout the year.
- **Incorporate social media themes:** These are included for every week — follow them so every post, Story, or Reel feels cohesive to your salon's overall messaging.
- **Use engagement prompts:** Include a quick survey, poll, or question to prompt your audience to interact with your content or share it, helping expand your reach.
- **Prep emails or texts to send:** Start each month by drafting any emails or texts to send to your promo list so they're ready to go before it gets busy and time to hit "send"!
- **Batch content creation:** Choose a few days in the month to shoot videos and images, create infographics, etc., so you can knock them out quickly and keep your momentum going.
- **Takes notes:** The blank spaces on each page are there for you to use however you like. Write out goals, to-dos, or notes on what's working and what isn't.
- **Have fun:** Hey, this is your dream salon! So have fun promoting all the love and hard work you've put into your business — it's totally worth sharing with your existing and future clients.

Quarterly Planning: January - March

What's your revenue goal?

What's your seasonal offer(s)?

What posts/emails/texts can you batch now?

What's your content theme(s)?

Checklist

- ☐ Send monthly email/text reminders
- ☐ Post 3-4 times per week
- ☐ Update online listings
- ☐ Ask for two new reviews
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____



January 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 New Year's Day	2	3
4	 5 "3 beauty habits to start in 2026" carousel	6	 7 Client glow-up before-and-after pics	 8 National Winter Skin Relief Day	9 Promotional post: "Lock in your new look — book now!"	10
Week 1: Jan 1 - 10 New Year, <i>Enhanced</i> You						
11	12 Quick Reel: "Winter hair hacks you need to try"	13	14 Personal recommendation of fave hydration product	15	16 "Hot beauty looks I'm loving right now" carousel	17
Week 2: Jan 11 - 17 Winter Beauty Blues						
18	 19 Client transformation time-lapse video	20	21 Share your own before-and-after pics	22	 23 Testimonial graphic: Client quote about new look	24
Week 3: Jan 18 - 24 Client Transformation						
 25	26 Playful Reel: "Reminder: Self-care starts at my salon!"	27	28 Behind-the-scenes look at your salon operations	 29	30 "Last chance! January promo ends soon" graphic	31
Week 4: Aug 24 - 31 Self-Care Spotlight						

Notes:

Key Dates:

- January 1: New Year's Day
- January 8: National Winter Skin Relief Day

Promo Ideas:

- "New Year, *Enhanced* You" makeover packages
- Winter hydration packages for skin, hair, and nails

Email/Text:

- "New year? Same-but-just-a-little enhanced you! Start 2026 off right and book your January appointment today."

Week 1: Jan 1 - 10

Theme: New Year, *Enhanced* You

Engagement Prompt: "What do you want to achieve this year?"

Week 2: Jan 11 - 17

Theme: Winter Beauty Blues

Engagement Prompt: "What's your holy grail winter product?"

Week 3: Jan 18 - 24

Theme: Client Transformations

Engagement Prompt: "Remix my post with your best post-salon selfie."

Week 4: Jan 25 - 31

Theme: Self-Care Spotlight

Engagement Prompt: "What does self-care look like for you?"

✨ **Pro Tip:** 67% of clients say beauty and bodywork services are essential to their self-care routines. Lean into messaging that affirms their next mani, blowout, or facial is not just a treat, but an unskippable step in taking care of themselves.

February 2026						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 "5 makeup tips to boost confidence" Reel	3	4 "You look good": Carousel of client selfies	5	6 "Self-love starts from within" inspirational graphic	7
Week 1: Feb 1 - 7 The Glow Of Confidence						
8	9 Reel: Valentine's date-night hairstyles	10	11 Reel: "Galentines getting glam"	12	13 Playful Reel: "Salon gift cards are romantic (last chance for Valentine's!)"	14 Valentines Day
Week 2: Feb 8 - 14 Valentine's Glam						
15	16 Promote: Random Act of Kindness Day Discount	17 Random Acts of Kindness Day	18 Surprise client appreciation feature	19	20 "3 small ways to spread beauty & kindness" Reel	21
Week 3: Feb 15 - 21 Kindness Is Beautiful						
22	23 Testimonial about long-term client relationship	24	25 "We love our clients!": Carousel of stylist+client pics	26	27 Giveaway post: "Tag your beauty bestie to win a treatment"	28
Week 4: Feb 22 - 28 Client Shoutouts						

Notes:

Key Dates:

- February 14: Valentine's Day
- February 17: Random Acts of Kindness Day

Promo Ideas:

- Valentine's packages for couples or friends
- "Love Your Skin" facials with a complimentary add-on

Email/Text:

- "Treat yourself or someone you love with a Valentine's special! February bookings fill up fast, so reserve a spot now!"

Week 1: Feb 1 - 7

Theme: The Glow of Confidence

Engagement Prompt: "What makes you confident?"

Week 2: Feb 8 - 14

Theme: Valentine's Glam

Engagement Prompt: "How do you celebrate love?"

Week 3: Feb 15 - 21

Theme: Kindness Is Beautiful

Engagement Prompt: "What's something kind you've done recently?"

Week 4: Feb 22 -28

Theme: Client Shoutouts

Engagement Prompt: "Share a story about your fave stylist."

✨**Pro Tip:** [Gen Z's favorite industry trend](#) right now is minimalist beauty — 43% of this generation of clients say so! Highlight confidence, kindness, and a "less is more" aesthetic this month for a cohesive marketing theme.

March 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Reel: "Beauty icons who inspire us"	3	4 Carousel spotlight on female staff members	5	6 Promote: Women's Day discount on services	7
Week 1: Mar 1 - 7 Celebrating Women						
8 Women's Day	9 Carousel: Green-toned nail art looks	10	11 Reel: "Lucky charm" client makeover	12	13 Infographic: "Go green with our favorite eco-conscious products"	14
Week 2: Mar 8 - 14 St. Patrick's Style						
15	16 Reel: "Tips for refreshing brushes and tools"	17 St. Patrick's Day	18 Behind-the-scenes: Spring cleaning the salon	19	20 First Day of Spring Promote: Spring Skin Detox Facial	21
Week 3: Mar 15 - 21 Spring Cleaning						
22	23 Carousel: "Spring hair color trends to try"	24	25 Playful Reel: "Pastels for spring? Groundbreaking"	26	27 Infographic Carousel: "Spring color palette inspo"	28
Week 4: Mar 22 - 28 A Seasonal Refresh						
29	30 Graphic: Inspirational spring-themed quote	31				

Notes:

Key Dates:

- March 8: Women’s Day
- March 17: St. Patrick’s Day
- March 20: First Day of Spring

Promo Ideas:

- “Spring Forward With Beauty” package promotions
- Pre-prom trial specials

Email/Text:

- “Losing an hour of beauty sleep? No biggie! Book our ‘Spring Forward With Beauty’ package and face the new season with a fresh outlook!”

Week 1: Mar 1 - 7

Theme: Celebrating Women

Engagement Prompt: “Share a story about a woman who inspires you.”

Week 2: Mar 8 - 14

Theme: St. Patrick’s Style

Engagement Prompt: “Have you had any good luck recently? Tell us about it.”

Week 3: Mar 15 - 21

Theme: Spring Cleaning

Engagement Prompt: “Have you started spring cleaning?”

Week 4: Mar 22 -28

Theme: A Seasonal Refresh

Engagement Prompt: “What beauty looks do you love for spring?”

🌟 **Pro Tip:** Social media is the [most preferred product discovery platform](#) for consumers aged 18 to 44. That means your future clients are looking for their next purchase during their daily scroll — keep posting!

Quarterly Planning: April - June

What's your revenue goal?

What's your seasonal offer(s)?

What posts/emails/texts can you batch now?

What's your content theme(s)?

Checklist

☐

Send monthly email/text reminders

☐

Post 3-4 times per week

☐

Update online listings

☐

Ask for two new reviews

☐

☐

☐

☐



April 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 April Fools Day “Our best beauty look yet” prank	2	3 Interview: “Our stylists share their funniest salon moments”	4
Week 1: Apr 1 - 7 April Fun						
5	6 Carousel: Stylist compilation of wacky childhood beauty blunders	7 World Health Day	8 Carousel: “3 ways beauty = self-care”	9	10 Staff Tips: “Wellness rituals we love”	11
Week 2: Apr 8 - 14 Total Wellness						
12	13 Promote: “Total wellness treatment bundle”	14	15 Infographic: “Our fave eco-friendly product swaps”	16	17 Behind-the-scenes: “Our salon’s green initiative”	18
Week 3: Apr 15 - 21 Eco-Friendly Beauty						
19	20 Promote: Earth Day discount on sustainable products	21	22 Earth Day Carousel: “Get to know your stylists”	23	24 Reel: “Thank you for supporting our salon”	25
Week 4: Mar 22 - 28 Stylist Appreciation						
26	27 Promote: “Refer a friend” Hair Stylist Appreciation Day	28	29	30 Hair Stylist Appreciation Day		

Notes:

Key Dates:

- April 1: April Fool's Day
- April 7: World Health Day
- April 22: Earth Day
- April 30: Hair Stylist Appreciation Day

Promo Ideas:

- “Love Our Planet” eco-friendly product bundles
- Hair stylist appreciation referral discounts

Email/Text:

- “Our stylists love serving you. And you think they’re pretty great, too. Show your appreciation by referring a friend or loved one and save on your next treatment!”

Week 1: Apr 1 - 7 (mid-week launch)

- Theme:** April Fun

Engagement Prompt: “What was your best (or worst!) beauty look growing up?”

Week 2: Apr 8 - 14

- Theme:** Total Wellness

Engagement Prompt: “How do you practice total wellness in your life?”

Week 3: Apr 15 - 21

- Theme:** Eco-Friendly Beauty

Engagement Prompt: “How do you care for our planet?”

Week 4: Apr 22 - 30

- Theme:** Stylist Appreciation

Engagement Prompt: “Share a story about your favorite stylist.”

✨ **Pro Tip:** 55.2% of clients say they’re more likely to return to your salon if you have a loyalty program in place. Consider expanding your “Refer a Friend” discount into a year-round loyalty program, rewarding clients for driving more business to your salon!

May 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4 Reel: "The best beauty advice from our moms"	5 Cinco de Mayo	6 Promote: Mother's Day gift card special offer	7	8 Mother's Day Carousel: "Our clients + stylists with their moms"	9
Week 1: May 1 - 9 Mother's Day Magic						
10	11 Reel: "2026 prom hair trends we love"	12	13 Behind-the-scenes: "Prom prep for our client"	14	15 Client spotlight carousel: "Our clients' prom glow-ups"	16
Week 2: May 10 - 16 Prom Glow-Ups						
17	18 Reel: "The story of our salon"	19	20 Reel: "Why our stylists are passionate about beauty"	21	22 Testimonial carousel: "Why clients choose our salon"	23
Week 3: May 17 - 23 Get To Know Us						
24	25 Memorial Day Story Poll: "Would you try these creative looks?"	26	27 Reel: "What creativity means to our stylists"	28	29 Promote: National Creativity Day special offer	30 National Creativity Day
Week 4: May 24 - 31 Creative Beauty						

31

Notes:

🌟 **Pro Tip:** 86% of consumers say [authenticity is crucial](#) to deciding which brands to like or support. Keep your content true to your brand — and be real! Clients want to know the person behind the business, so share your salon story: the good and the bad.

Key Dates:

- May 5: Cinco de Mayo
- May 8: Mother's Day
- May 25: Memorial Day
- May 30: National Creativity Day

Promo Ideas:

- Prom & graduation glam packages
- Mother's Day gift cards & pampering bundles

Email/Text:

- "Prom bookings are live — reserve your glam look today!"
- "Moms make the world more beautiful every day. Celebrate mom this month with the gift of her favorite beauty treatments. Book a special or grab a gift card!"

Week 1: May 1 - 9

Theme: Mother's Day Magic

Engagement Prompt: "What's the best beauty advice your mom shared with you?"

Week 2: May 10 - 17

Theme: Prom Glow-Ups

Engagement Prompt: "Tell us about your epic prom beauty looks."

Week 3: May 17 - 23

Theme: Get to Know Us

Engagement Prompt: "Do you remember your first visit to our salon?"

Week 4: May 24 - 31

Theme: Creative Beauty

Engagement Prompt: "What's the most creative beauty look you've tried?"

June 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Reel: "Our stylists' bestie beauty routines, compared"	2	3 Post: Client duo post-salon selfie	4	5 Promote: "Bring your bestie and save" special	6
Week 1: Jun 1 - 6 Beauty Besties						
7	8 Best Friends Day Carousel: "3 must-have summer products"	9	10 Behind-the-scenes: "Our client's total summer glow-up"	11	12 Reel: "The summer beauty looks our stylists love"	13
Week 2: Jun 7 - 13 Summer Beauty Prep						
14	15 Playful reel: "Dads deserve to feel hot, too"	16	17 Client Shoutout: Matching father + son haircuts	18	19 Promote: Father's Day grooming special	20
Week 3: Jun 14 - 20 Father's Day						
21 First Day of Summer Fathers Day	22 Infographic: "Tips on protecting hair from pool & sun"	23	24 Reel: "Our stylists share their fave summer activities"	25	26 Promote: "Quick summer wax or manicure specials"	27
Week 4: Jun 21 - 31 Summer Fun						
28	29 Post: "Wish we were here" destination inspo	30				

Notes:

🌟 **Pro Tip:** In 2025, nearly [82% of all Americans](#) planned on summer travel. People want to look their best on vacation, so don't slow down your marketing efforts before summer. Position your business as the go-to business for their pre-vacay refreshes.

Key Dates:

- June 8: Best Friends Day
- June 21: First Day of Summer
- June 21: Father's Day

Promo Ideas:

- "Ready for Summer" treatment packages
- "Bring a Friend" bestie specials
- Father's Day grooming specials

Email/Text:

- "Summer is heating up. Greet the sunshine looking like you're best self! Book a 'Ready for Summer' package to get your hair, nails, and skin set for the season."

Week 1: Jun 1 - 6

Theme: Beauty Besties

Engagement Prompt: "What's your best friend's most beautiful attribute?"

Week 2: Jun 7 - 13

Theme: Summer Beauty Prep

Engagement Prompt: "What's your go-to summer beauty product?"

Week 3: Jun 14 - 20

Theme: Father's Day

Engagement Prompt: "Share an inspiring story about a dad in your life."

Week 4: Jun 21 - 31

Theme: Summer Fun

Engagement Prompt: "What are you most excited about for this summer?"

Quarterly Planning: July - September

What's your revenue goal?

What's your seasonal offer(s)?

What posts/emails/texts can you batch now?

What's your content theme(s)?

Checklist

- ☐ Send monthly email/text reminders
- ☐ Post 3-4 times per week
- ☐ Update online listings
- ☐ Ask for two new reviews
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____



July 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Carousel: "Red, white, & blue nail inspo"	2	3 Promote: Holiday mani/pedi discount	4 Independence Day
			Week 1: Jul 1 - 7 Patriotic Glam			
5	6 Client Spotlight: "July 4 beauty look"	7	8 Infographic: "Top 3 SPF hacks for hair & skin"	9	10 Reel: "Our stylists' go-to SPF products"	11
			Week 2: Jul 8 - 14 Summer Protection			
12	13 Carousel: "Lookbook: Our clients on vacay"	14	15 Post: "Thank you for supporting our salon"	16	17 World Emoji Day Client highlight reel: "Our clients shine bright"	18
			Week 3: Jul 15 - 21 Client Appreciation			
19	20 Giveaway: "Tag a friend for a chance to win"	21	22 Earth Day Reel: "3 mid-summer beauty resets to try"	23	24 Behind-the-scenes: "Stylist doing a refreshing treatment"	25
			Week 4: Jul 22 - 31 Mid-Summer Refresh			
26 Parents' Day	27 Promote: Mid-summer refresh package	28	29 Carousel: "Summer vacay beauty mood board"	30 International Friendship Day	31	

Notes:

Key Dates:

- July 4: Independence Day
- July 17: World Emoji Day
- July 26: Parents' Day
- July 30: International Friendship Day

Promo Ideas:

- "Red, White & Blue" mani/pedi specials
- Mid-summer refresh package

Email/Text:

- "Protect your glow this summer with our mid-season package specials! Or, get festive with our 'Red, White & Blue' mani/pedi offer — just in time for the Fourth of July."

Week 1: Jul 1 - 7 (mid-week launch)

- Theme: Patriotic Glam
- Engagement Prompt: "How are you celebrating the Fourth of July?"

Week 2: Jul 8 - 14

- Theme: Summer Protection
- Engagement Prompt: "Repost us with your recent summer looks."

Week 3: Jul 15 - 21

- Theme: Client Appreciation
- Engagement Prompt: "What new product are you loving this summer?"

Week 4: Jul 22 - 31

- Theme: Mid-Summer Refresh
- Engagement Prompt: "How do you give your sun-soaked hair and skin extra care?"

🌟 **Pro Tip:** [62% of clients](#) say your social media profile plays an important role when they choose who to book. How you present yourself online — whether sharing seasonal content or spotlighting clients — is truly an extension of your salon on all your platforms.

August 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 National Girlfriends Day
2	 3 Reel: "3 hairstyles to try with your bestie"	4	 5 Post: Lookback at National Girlfriends Day at the salon	6	 7 Post: "My best friend story + how we support each other"	8
Week 1: Aug 1 - 8 Bonding With Beauty						
9	10 Reel: "Top 3 ways to unwind this month"	11	12 Reel: "Our stylists' fave relaxation rituals"	13	 14 Promote: Relaxation Day treatment add-on specials	15 Relaxation Day
Week 2: Aug 9 - 15 Relaxation Focus						
16	 17 Carousel: "3 quick morning hair hacks"	18	19 Spotlight: "Our client [teacher], ready for class"	20	 21 Promote: Back-to-school haircut special	22
Week 3: Aug 16 - 22 Back-To-School Prep						
 23	24 Memorial Day Post: "Spotlight on female leaders in beauty"	 25	26 Women's Equality Day Reel: "Client story of an empowering moment"	27	28 Reel: "What equality means to our stylists"	29
Week 4: Aug 23 - 31 Empowering Women						
30	31	Notes:				

Key Dates:

- August 1: National Girlfriends Day
- August 15: Relaxation Day
- August 26: Women's Equality Day

Promo Ideas:

- "Back to School" haircut specials
- Teacher appreciation discounts
- "Relax & Reset" facial & massage add-ons

Email/Text:

- "Back-to-school season = fresh new looks! Plus, we're celebrating Relaxation Day here — not that you need an excuse to treat yourself to some 'you' time. Book our August specials today."

Week 1: Aug 1 - 8

Theme: Bonding With Beauty

Engagement Prompt: "Tag your girlfriends and share what you're grateful for."

Week 2: Aug 9 - 15

Theme: Relaxation Focus

Engagement Prompt: "How do you relax?"

Week 3: Aug 16 - 22

Theme: Back-to-School Prep

Engagement Prompt: "How fast do you get ready in the morning?"

Week 4: Aug 23 - 31

Theme: Empowering Women

Engagement Prompt: "How do you promote equality in your day-to-day?"

✨ **Pro Tip:** [Prioritizing self-care](#) is a top wellness trend for clients across all generations (selected by 45.1% of surveyed). With the stress of everyday life, marketing your services as an accessible means of relaxation is a smart move!

September 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2 Labor Day Reel: "Labor Day weekend looks"	3	4 Carousel: Clients' end-of-summer styles	5
		Week 1: Sep 1 - 7 Labor Day Glow				
6	7 Behind-the-Scenes: Prepping for clients	8 National Wellness Day	9 Reel: "Fall's top 3 color trends"	10	11 Client Before-and-After: Fall balayage inspo	12
		Week 2: Sep 8 - 14 Fall Color Trends				
13	14 Promote: Fall color refresh package	15	16 Reel: "The story behind the salon name"	17	18 Playful Reel: "Our stylists' biggest icks"	19
		Week 3: Sep 15 - 21 Get To Know Us				
20	21 Post: Shoutout neighboring businesses	22 First Day of Fall	23 Reel: "Fall skincare swaps to try"	24	25 Post: Cozy fall salon vibes	26
		Week 4: Sep 22 - 31 Seasonal Self-Care				
27	28 Promote: Seasonal treatment package	29	30			

Notes:

Key Dates:

- September 2: Labor Day
- September 8: National Wellness Day
- September 22: First Day of Fall

Promo Ideas:

- Fall color refresh (warm tones, balayage)
- Beauty + massage wellness bundles
- Seasonal retail (pumpkin- or spice-scented products)

Email/Text:

- “Rich, warm tones ahead! Refresh your look for cozy season and treat yourself to total wellness with our September specials — book your next appointment now.”

Week 1: Sep 1 - 7 (mid-week launch)

Theme: Labor Day Glow

Engagement Prompt: “What are your plans for the long weekend?”

Week 2: Sep 8 - 14

Theme: Fall Color Trends

Engagement Prompt: “Do you like to change up your look for fall?”

Week 3: Sep 15 - 21

Theme: Get to Know Us

Engagement Prompt: “What’s your biggest beauty ick?”

Week 4: Sep 22 - 31

Theme: Seasonal Self-Care

Engagement Prompt: “What’s your favorite lip color for fall?”

🌟 **Pro Tip:** [Half of U.S. adults use Instagram](#) — that’s a lot of people who could become your next clients! Maximize your marketing efforts by posting consistently (the algorithm loves it) and keeping your social presence authentic, informative, and fun.

Quarterly Planning: October - December

What's your revenue goal?

What's your seasonal offer(s)?

What posts/emails/texts can you batch now?

What's your content theme(s)?

Checklist

- ☐ Send monthly email/text reminders
- ☐ Post 3-4 times per week
- ☐ Update online listings
- ☐ Ask for two new reviews
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____



October 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 Start of Breast Cancer Awareness Month National Hair Day	2	3
4	5 Carousel: "Pumpkin spice-themed manis"	6	7 Time-Lapse Reel: "Creating a caramel-toned balayage"	8	9 Playful Reel: "Adding pumpkin spice all over the salon"	10
Week 1: Oct 1 - 10 Pumpkin Spice						
11	12 Indigenous Peoples Day Educational Carousel: "Highlighting beauty traditions"	13	14 Behind-the-Scenes: "Salon team volunteer activity"	15	16 Reel: "Sharing a cause that's important to us"	17
Week 2: Oct 11 - 17 Celebrating Community						
18	19 Reel: "The importance of consultation + client grand reveal"	20	21 Reel: "Stylists share how they work toward clients' beauty goals"	22	23 Infographic: "Realistic beauty expectations"	24
Week 3: Oct 18 - 24 Consultation Magic						
25	26 Reel: "Our stylists' fave Halloween beauty looks"	27	28 Post: Salon staff in costume	29	30 Playful Reel: Spooky pranks on staff	31 Halloween
Week 4: Oct 24 - 31 Spooky Glam						

Notes:

✨ **Pro Tip:** 62.1% of clients say they'd rather book a beauty professional who carries liability insurance. Is your salon insured against client claims of injury, property damage, and professional mistakes? Learn about [BBI salon insurance](#), one of the most affordable policies on the market with unbeatable coverage.

Key Dates:

- October 1: Start of Breast Cancer Awareness Month
- October 1: National Hair Day
- October 12: Indigenous Peoples' Day
- October 31: Halloween

Promo Ideas:

- Spooky-glam makeup packages
- Fall skincare + haircare product bundles

Email/Text:

- "Hello, October! Whether you want a cozy glow or a Halloween show-stopper, our stylists have the magic touch — book our monthly specials before things get too spooky."

Week 1: Oct 4 - 10

Theme: Pumpkin Spice

Engagement Prompt: "What's your go-to fall flavor?"

Week 2: Oct 11 - 17

Theme: Celebrating Community

Engagement Prompt: "How do you give back to the community?"

Week 3: Oct 18 - 24

Theme: Consultation Magic

Engagement Prompt: "Tell us about a time your stylist listened and delivered."

Week 4: Oct 25 - 31

Theme: Spooky Glam

Engagement Prompt: "What's your costume this year?"

November 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Start of Healthy Skin Month	2 Reel: "Stylists share what they're grateful for"	3	4 Carousel: "The clients who make it all possible"	5	6 Promote: "Glowy & Grateful" client appreciation special	7
Week 1: Nov 1 - 7 Showing Gratitude						
8	9 Story Series: "5 ways to prep for the holidays"	10	11 Behind-the-Scenes: "Holiday-ready manicure"	12	13 Playful Reel: "Stylists scared of busy season"	14
Week 2: Nov 8 - 14 Holiday Prep						
15	16 Carousel: "Perfect looks for Friendsgiving dinner"	17	18 Reel: "Client group transformation"	19	20 Reel: "Celebrity duo beauty looks we love"	21
Week 3: Nov 15 - 21 Friendsgiving Vibes						
22	23 Recipe-Style Carousel: "3 ways to prep your skin this holiday"	24	25 Behind-the-Scenes: "Salon team holiday traditions"	26 Thanksgiving	27 Black Friday Promote: Cyber Week gift card + bundle specials	28
Week 4: Nov 22 - 30 Thanksgiving + Black Friay						
29	30 Cyber Monday					

Notes:

🌟 **Pro Tip:** The average American spends around [\\$641 on holiday gifts](#). How much of that could be spent on gift cards at your salon? Now's the time to amp up promotions to capture gift card sales before the holiday season wraps up.

Key Dates:

- November 1: Start of Healthy Skin Month
- November 11: Veterans Day
- November 26: Thanksgiving
- November 27: Black Friday
- November 30: Cyber Monday

Promo Ideas:

- "Glowy & Grateful" client appreciation special
- Cyber Week gift card + online product bundles

Email/Text:

- "This November, we're most grateful for you, our clients. Treat yourself to a beauty refresh before the holiday rush with our "Glowy & Grateful" package specials. Slots fill up fast, so book now!"

Week 1: Nov 1 - 7

Theme: Showing Gratitude

Engagement Prompt: "What's one thing you're thankful for this season?"

Week 2: Nov 8 - 14

Theme: Holiday Prep

Engagement Prompt: "How do you prep for the holidays?"

Week 3: Nov 15 - 21

Theme: Friendsgiving Vibes

Engagement Prompt: "Tag a friend you're grateful for."

Week 4: Nov 22 -28

Theme: Thanksgiving + Black Friday

Engagement Prompt: "What's your favorite Thanksgiving dish?"

December 2026

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2 Infographic: "How to winter-proof your hair"	3	4 Start of Hanukkah Client Spotlight: "A gorgeous winter refresh"	5
		Week 1: Dec 1 - 5 Winter Prep				
6	7 Reel: "Our stylists' fave holiday looks"	8	9 Post: "Festive nail designs"	10	11 Behind-the-Scenes: "Decorating the salon"	12
Week 2: Dec 7 - 12 Holiday Glam						
13	14 Reel: "Winter beauty looks we love"	15	16 Playful Reel: "Stylists making it through busy season"	17	18 Story Poll Series: "Yay or nay on these current beauty trends?"	19
Week 3: Dec 13 - 19 Winter Beauty Inspo						
20	21 First Day of Winter Post: "Gift card = perfect stocking stuffer"	22	23 Behind-the-Scenes: "Salon holiday team party"	24 Christmas Eve	25 Christmas Reel: "Happy holidays from the entire team"	26 Start of Kwanzaa
Week 4: Dec 20 - 26 Christmas Cheer						
27	28 Reel: "Our salon's 2026 year in review"	29	30 Post: "Clients' NYE looks"	31 New Year's Eve		
Week 5: Dec 27 - 31 Countdown To More Beauty						

Notes:

🌟 **Pro Tip:** Keep up the momentum of the busy holiday season by asking clients to refer their friends and family and offering to pre-book their next appointment now. Promote a special offer on multiple appointments if booked in advance!

Key Dates:

- December 4: Start of Hanukkah
- December 21: First Day of Winter
- December 24: Christmas Eve
- December 25: Christmas
- December 26: Start of Kwanzaa
- December 31: New Year's Eve

Promo Ideas:

- Holiday party glam packages
- "12 Days of Beauty" daily promo series

Email/Text:

- "Holidays are in full swing, and you deserve to shine this season! From festive looks to New Year's glam, we've got the perfect treatments to keep you glowing. Book your appointment now."

Week 1: Dec 1 - 7 (mid-week launch)

Theme: Winter Prep

Engagement Prompt: "What's your #1 winter beauty struggle?"

Week 2: Dec 8 - 14

Theme: Holiday Glam

Engagement Prompt: "What's your holiday party vibe: classic or bold?"

Week 3: Dec 15 - 21

Theme: Winter Beauty Inspo

Engagement Prompt: "How's your holiday season going?"

Week 4: Dec 22 - 26

Theme: Christmas Cheer

Engagement Prompt: "What's the best gift you've ever received?"

Week 5: Dec 27 - 31

Theme: Countdown to More Beauty

Engagement Prompt: "What's your beauty intention for 2027?"

Year in Recap

What marketing efforts went well this year?
What didn't go so well?

What goals did you achieve this year?

What accomplishment are you most proud of this year?

What are your goals or ideas for next year?



Congrats on promoting your salon consistently throughout 2025! We'll see you next year with more planning tips.

In the meantime, check out www.insurebodywork.com/blog for more industry resources styled just for you. And don't forget, BBI's here to protect and support your business with top-rated coverage for every station — and every stylist — at your salon.

