

# WINNING IN SPRAY TANNING

**HOW TO...  
GET FREE MEDIA  
COVERAGE &  
NEW CUSTOMERS**

IT'S EASIER THAN YOU MIGHT THINK  
IT WORKS IN A BIG CITY AND SMALL TOWN

ALSO AVAILABLE  
[WWW.MYSTICTAN.COM/GROWSPRAY](http://WWW.MYSTICTAN.COM/GROWSPRAY)  
[WWW.VERSASPA.COM/GROWSPRAY](http://WWW.VERSASPA.COM/GROWSPRAY)

sunlessinc

# HOW TO... GET FREE MEDIA COVERAGE & NEW CUSTOMERS

GET YOUR FREE SPRAY TAN EVENT INCLUDED IN MEDIA COVERAGE  
OF HIGH PROFILE SPORTS AND COMMUNITY EVENTS

## Actual Example 2018: Cleveland, September 2018:

### Event Goals:

- Salons receive lots of free media coverage by linking event to Cleveland Browns 1st Win.
- Salons create lots of new spray tanners/customers.
- Salons get lapsed/infrequent spray tanners to come back.

### How'd it work & What happened:

- In Cleveland area, Bud Light created an event linked to Cleveland Browns winning 1st football game of season.
- Bud Light offered to give away free beer when the Browns won their 1st game.
- Media coverage was huge and continued every day for 3 weeks until Browns won 1st game.
- Within just 4 days of Bud Light announcement, 5 different salons, with 37 locations, capitalized on the publicity and announced a Free Spray Tan Day when the Browns won their 1st game.
- The event was called: **#SprayTanTheLand**.
  - Salons sent a press release to a local TV/radio programs, hosts and personalities, newspaper reporters, and social media influencers to announce the Free Spray Tan Day.
  - In the 2 weeks leading up to the big game, #SprayTanTheLand was mentioned in dozens of media announcements on local radio & TV and online via Facebook, Instagram.
  - A common media 'blurb':
    - When the Browns win, Clevelanders can get a Free Spray Tan – go to [www.SprayTanTheLand.com](http://www.SprayTanTheLand.com) and find participating salons.

# HOW TO... GET FREE MEDIA COVERAGE & NEW CUSTOMERS

## Results: How much media coverage? How many new customers?

- 664 Free Spray Tans were given that day.
- 56% of spray tanners were new customers to salons.
- Dozens of local media hits.
  - All four TV news stations mentioned the campaign on-air, online, or via social media.
  - Media talent + anchors posted their 'unboxing' of retail product samples, with **#SprayTanTheLand**.
  - NBC covered it regionally and nationally in Texas, North Carolina, Colorado, Kentucky.
  - Hugely popular 'Football Girl' posted several times.
  - Numerous Bloggers posted about #SprayTanTheLand immediately after the Browns win.
- All these great things happened in late September – imagine the results closer to tanning season.

**YOU CAN RUN #SPRAYTANTHELAND EVENT IN YOUR CITY, AND GET HUGE MEDIA COVERAGE. REVIEW THE FOLLOWING HOW-TO INSTRUCTIONS TO CREATE A SIMILAR SUCCESS - WHEREVER YOU ARE!**

# HOW TO... GET FREE MEDIA COVERAGE & NEW CUSTOMERS

## How-to... in Major city, like Cleveland:

- How to... know when to do the event to get huge buzz.
  - Do not wait for a major brand like Bud Light to come along.
  - You can create an event just for your salons, or recruit several salons to participate.
  - When...
    - Identify the local events that get huge media coverage and buzz.
    - Sports teams (High School, College, Pro... in any sport):
      - 1st game, 1st win, Homecoming, Game against big rival, Playoff game, Championship, etc.
    - Community event:
      - Big concert, Music or Art Festival, Race/Marathon, Annual Parade, Major charity event, or unique one-time happening like the Lunar Eclipse.
    - Select any event that is big news in your area, tie #SprayTanTheLand to it and get media coverage for your Free Spray Tan Day, driving visits to the salon.
- How to... Get Media Coverage & Get the Word Out:
  - Create press release – it's easy.
    - Send out a press release to local news, radio, and TV stations. This is a quick and inexpensive way to get the word out quickly. Media outlets are always looking for interesting information to share with their audience.
    - See the example of the press release used for the Cleveland event (below), or Google 'Do It Yourself Press Release'.
  - Post on Social Media.
    - Post the press release to Facebook and Instagram - ask your followers to share
    - Buy a Facebook Sponsored Ad to promote the event beyond your current followers - \$100-\$200 should be enough
    - Post about the event daily, so followers are continually reminded of the 'free spray day' and they can also share the event to their friends
    - Cross promote this event on Instagram with the Facebook link
    - Current customers – ask current customers to share event with their followers. If they share the event, give them a free upgrade, etc.

# HOW TO... GET FREE MEDIA COVERAGE & NEW CUSTOMERS

## How-to... in Major city, like Cleveland: *(continued)*

- Invite Local Media & Celebrities to visit your salon.
  - Send a personal email invite to local TV/radio host and personalities, newspaper reporters and social media influencers to visit your salon and spray tan for free, before the big event. They will talk and post about the event, your salon and the great tan!
- Add New Web Page to your site.
  - Create a new web page for salon's web site (example below)
  - Give page a unique URL, such as:
    - [www.YourCurrentWebSiteAddress.com/FreeSprayTan](http://www.YourCurrentWebSiteAddress.com/FreeSprayTan)
    - [www.YourCurrentWebSiteAddress.com/FreeSprayToledo](http://www.YourCurrentWebSiteAddress.com/FreeSprayToledo) (include city name)
    - [www.YourCurrentWebSiteAddress.com/SprayTanTheLand](http://www.YourCurrentWebSiteAddress.com/SprayTanTheLand)
- The web page needs to be up when you announce the event to explain the details. Put link to web page in all materials used to communicate the event.

## How-to... in Small Town:

- If you're the only tanning salon chain or a single store in your town/area, you can create an event just for your salons.
- You'll follow the same steps listed under the Major city – just customize a few things for your town/area.
- The biggest advantage compared to a big city event is that you can probably get your 'neighbors' to also support your event to create even more interest and fun.
  - Ask schools, booster clubs, local businesses and the chamber of commerce to promote the event on their Facebook page and web site.
  - Give signs for businesses to put in the window.



## PRESS RELEASE: INSTRUCTIONS & EXAMPLE

- Salon can use the Cleveland press release below as an example to create one for your event.
- Items underlined should be customized for the key details of your event.
- Media outlets may post the press release exactly how it is written – so, keep it brief and make sure the details are correct.
- Find email address for local TV news anchors, Newspapers, Host of popular TV/Radio shows, Local social media stars.
- Email press release to each of those people or the media contact.
- Get ready, you might be contacted to do an interview.

FOR IMMEDIATE RELEASE

Contact:  
Owner Name  
Title, Salon Name  
Phone #  
Email

### **Salon name will SPRAY TAN THE LAND after Cleveland Browns 1st Win Browns fans can enjoy a free spray tan the day after the big win**

(Cleveland) September 16, 2018 – A football game won't be the only thing Cleveland wins when their Browns win the first game of the season. Salon name, the #1 local provider of spray tans, will treat Cleveland to a free spray tan the day after the 1st win.

Salon name has partnered with local professional salons like salon chain B and salon chain C, to officially #SprayTanTheLand. That's right, the day after the first Browns win of the regular season, fans are invited to enjoy a free spray tan at participating salons in the region.

Spray tanning has been perfected and is now considered the modern way to tan. It's incredibly convenient – the process takes just four minutes to give skin a beautiful, natural, bronze glow. Even better, spray tans are gluten-free, paraben-free, cruelty-free, and will be FREE for Browns football fans the day after the Cleveland-win!

**How will SPRAY TAN THE LAND work:** (customize the details for your event)

Browns win first game

Go to insert URL of new web page you create to see details about Free Spray Tan

Find a salon near you – Hurry, first come, first served (Don't wait)

Enjoy a free spray tan

**EXAMPLE: NEW WEB PAGE CREATED FOR CLEVELAND EVENT**  
(SIMPLE, INEXPENSIVE DESIGN, AND CUSTOMIZE DETAILS FOR YOUR EVENT)

## FREE SPRAY TANS when the Brownies WIN their 1st Game!\*



A football game won't be the only thing Cleveland wins when their Browns win the first game of the season. Salon name, the #1 local provider of spray tans, will treat Cleveland to a free spray tan the day after the 1st win.

Spray tanning has been perfected and is now considered the modern way to tan. It's incredibly convenient – the process takes just four minutes to give skin a beautiful, natural, bronze glow. Even better, spray tans are gluten-free, paraben-free, cruelty-free, and will be FREE for Browns football fans the day after the Cleveland-win!

**How will SPRAY TAN THE LAND work:** (customize the details for your event)

Browns win first game

The day after the 1st win, enjoy a Free Spray tan

Find a salon near you – Hurry, first come, first served (Don't wait)

Enjoy a free spray tan