

Beauty and wellness marketing dates you can't miss

January – March (Q1) 2025

A new year is the perfect time to freshen up your strategies and set your business up to thrive. Luckily, the first quarter of the year is bursting with opportunities to connect with guests – and we've compiled the key marketable dates you won't want to miss.

While New Year's and Valentine's Day are no-brainers, there are more unique marketing dates you should be utilizing this quarter – from National Winter Skin Relief Day to World Sleep Day. Start your year off strong and plan successful themed promotions with our ultimate Q1 marketing calendar.

Get ideas for creative campaigns and use Zenoti insights and tips to help boost revenue, increase engagement, and position 2025 to be your most profitable year yet.



January

It's the month of new beginnings, new year's resolutions, and newfound motivation for wellness and self-care. As many people set goals to take better care of themselves, now is the time to promote memberships.

Offering special perks, free add-ons, or discounted rates for members signing up in January can encourage guests to commit to achieving their wellness goals with you.

January also marks Veganuary, where many people follow a vegan lifestyle for the month. If you have cruelty-free, environmentally friendly product lines, this is your opportunity to promote them.

Key marketing dates

JANUARY
08

National Winter Skin Relief Day

The winter months can leave skin feeling dry and in need of love. Consider running a special offer for hydrating facials, scalp treatments, or mani-pedis booked during the week.

JANUARY
18

National Use Your Gift Card Day

The holidays can be stressful. Run an email marketing campaign to remind guests to redeem any unused gift cards to book in for a treat.

JANUARY
21

National Hyaluronic Acid Day

Create an engaging, educational carousel post on your social media accounts about the hydrating benefits of this hero skincare ingredient. Don't forget to highlight your best treatments and products that include it.

Start planning...

Get your Valentine's Day offers ready early this month. This way, you can send your email campaigns out in advance and have plenty of time to promote the offers across your social media channels.



Zenoti Insight

77% of customers are more likely to choose a salon or spa with a membership or loyalty program.



Zenoti Tip

Make your membership program more attractive by giving consumers the perks they want. Data shows that 66% of customers want discounts on services, and more than half prefer free products or samples.

January 2025

January 1: New Year's Day

January 3: Festival of Sleep Day
International Mind-Body Wellness Day

January 8: National Winter Skin Relief Day
National Bubble Bath Day

January 18: National Use Your Gift Card Day

January 20: Martin Luther King Jr. Day

January 21: National Hyaluronic Acid Day

January 29: Lunar New Year

January 31: National Hot Chocolate Day

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 NEW YEAR'S DAY	2	3 FESTIVAL OF SLEEP DAY / INTERNATIONAL MIND-BODY WELLNESS DAY	4
5	6	7	8 NATIONAL WINTER SKIN RELIEF DAY / NATIONAL BUBBLE BATH DAY	9	10	11
12	13	14	15	16	17	18 NATIONAL USE YOUR GIFT CARD DAY
19	20 MARTIN LUTHER KING JR. DAY	21 NATIONAL HYALURONIC ACID DAY	22	23	24	25
26	27	28	29 LUNAR NEW YEAR	30	31 NATIONAL HOT CHOCOLATE DAY	

February

Love is in the air this month, so target all those happy couples by promoting treatments that can be enjoyed together. Showcase your Valentine's packages and gift cards as they make perfect presents for that special someone. Consider a discount for any couples massages booked this month, or a two-for-one offer on popular treatments.

Don't forget non-romantic love during February by adding some group packages for best friends to celebrate Galentine's Day together.

Key marketing dates

FEBRUARY
09

National Read in the Bathtub Day

Showcase your luxurious bathtime products across your social media pages, and boost engagement with a fun Q and A, asking followers to share books they are reading currently.

FEBRUARY
17

Random Acts of Kindness Day

Run a giveaway on social media to gift one lucky winner a free treatment. Encourage followers to tag friends and share your giveaway on their stories for extra entries to attract more visitors to your page.

FEBRUARY
19

National Lash Day

Do you offer special lash treatments? Or stock a killer mascara that promises long, luscious eyelashes? Highlight these on social media and try running a limited-time promotion for your most popular lash offerings.

Start planning...

With National Unplugging Day and World Sleep Day coming up next month, start thinking about offerings that promote relaxation and help guests unwind. Plan discounted rates and multi-channel campaigns to leverage these occasions.



Zenoti Insight

25% of all beauty and wellness gift cards are redeemed by first-time customers.



Zenoti Tip

Are missed calls costing you money? With an AI-powered phone system like HyperConnect handling calls when staff are busy, you could be making \$1,500 additional revenue, per center, per month.

Source: Based on Zenoti customer data, 2024

February 2025

National Black History Month

February 2: Groundhog Day

February 9: National Read in the Bathtub Day

February 13: Galentine's Day

February 14: Valentine's Day

February 17: Random Acts of Kindness Day

February 19: National Lash Day

February 20: National Love Your Pet Day

February 22: World Yoga Day

February 28: Ramadan begins

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2 GROUNDHOG DAY	3	4	5	6	7	8
9 NATIONAL READ IN THE BATHTUB DAY	10	11	12	13 GALENTINE'S DAY	14 VALENTINE'S DAY	15
16	17 RANDOM ACTS OF KINDNESS DAY	18	19 NATIONAL LASH DAY	20 NATIONAL LOVE YOUR PET DAY	21	22 WORLD YOGA DAY
23	24	25	26	27	28 RAMADAN BEGINS	

March

Marking the first day of Spring in the Northern hemisphere, March is when clients start looking ahead to sunnier times. Anticipate which services are likely to pick up this month as guests want a refresh after the long winter months.

As it's Women's History Month, think about creative ways to celebrate the customers who make your business a success. With Employee Appreciation Day and Client's Day also falling in March, get some social media spotlight posts ready to go.

Key marketing dates

**MARCH
08**

International Women's Day

Celebrate the women in your team today, and the female guests that support your business. The IWD 2025 theme is Accelerate Action: a call to acknowledge the strategies and activity that positively impact women's advancement.

**MARCH
17**

St. Patrick's Day

Embrace the luck of the Irish and enter guests into a lucky draw in store and on social media for a chance to win a free service or gift basket. For nail salons, start posting some inspo pics of your best Irish-themed designs leading up to the day.

**MARCH
21**

National Fragrance Day

Whether it's aromatherapy treatments or products with heavenly scents, showcase them today. Consider offering a limited-time 10% discount or free add-on for select fragrances.

Start planning...

April Fool's Day is coming up and if done well, a joke campaign or announcement can show off your brand personality and get a lot of engagement. Start brainstorming with your team this month.



Zenoti Insight

Over 78% of salon and spa customers check online reviews before deciding where to book. For medspas, this rises to 91% of customers.



Zenoti Tip

Take control of your reputation by automating online review management. You can also craft the ideal response to guest feedback every time with Zeenie, an AI-powered virtual assistant built into Zenoti software.

March 2025

Women's History Month

March 4: National Pancake Day / Mardi Gras

March 7: Employee Appreciation Day /
National Day of Unplugging

March 8: International Women's Day

March 14: World Sleep Day

March 16: Lips Appreciation Day/ National Curl Crush Day

March 17: St. Patrick's Day

March 19: Client's Day

March 20: National Spray Tanning Day / First Day of Spring

March 21: National Fragrance Day

March 22: World Water Day

March 30: Mother's Day UK / Ramadan ends

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4 NATIONAL PANCAKE DAY / MARDI GRAS	5	6	7 EMPLOYEE APPRECIATION DAY / NATIONAL DAY OF UNPLUGGING	8 INTERNATIONAL WOMEN'S DAY
9	10	11	12	13	14 WORLD SLEEP DAY	15
16 LIPS APPRECIATION DAY / NATIONAL CURL CRUSH DAY	17 ST. PATRICK'S DAY	18	19 CLIENT'S DAY	20 NATIONAL SPRAY TANNING DAY / FIRST DAY OF SPRING	21 NATIONAL FRAGRANCE DAY	22 WORLD WATER DAY
23	24	25	26	27	28	29
30 MOTHER'S DAY UK / RAMADAN ENDS	31					

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