

PLAN A YEAR OF USEFUL MESSAGES

12-Month Salon Email Calendar

Stay in touch with clients through timely emails and five simple repeatable flows.

How to use this

- 1 Set up the five ongoing flows first.
- 2 Choose one seasonal idea each month.
- 3 Write the send date in your planning line.

5 flows to set up once

Check timing before launch

1. Welcome

Send right after sign-up. Introduce the salon, set expectations and offer one next step.

2. Rebooking reminder

Send around the normal return window for the client's service.

3. Birthday

Send 7 to 14 days before the birthday with a warm note or simple offer.

4. Win-back

Send after 60 to 90 days without a visit. Make booking easy.

5. Seasonal promo

Send 10 to 21 days before the event so clients have time to book.

January to June

Month	Theme	Email idea	Best send window
January	New-year refresh	Fresh look, care goals and open appointments	First full week
February	Valentine's and gift cards	Date-night styling or a gift card reminder	January 25 to February 7
March	Spring reset	Seasonal cut, color or care tips	First half of March
April	Event season	Prom, graduation and spring event booking	Early April
May	Mother's Day	Gift cards or a thoughtful service bundle	Late April to first week of May
June	Wedding season	Trial timing and group booking details	Early June

July to December

Month	Theme	Email idea	Best send window
July	Summer care	Heat, sun and pool care tips with a service reminder	First half of July
August	Back to school	Easy routines and family appointment slots	Two to three weeks before school
September	Fall refresh	Seasonal color, repair and updated looks	Early September
October	Holiday booking opens	Share November and December availability	Mid-October
November	Gift cards	Gift card options and booking deadline reminder	Early to mid-November
December	Holiday party hair	Last openings, party styles and January rebooking	December 1 to 10

Monthly planning lines

Note topic, send date and offer

Month	My topic	Send date	Offer or call to action
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			



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