

# YOUR Marketing Calendar for 2023

How to Take Control of Your  
Spa's Marketing Success!



VLF Spa Consulting  
INTERNATIONAL

[www.vlfspaconsulting.com](http://www.vlfspaconsulting.com)



# YOUR Marketing Goals for BIG RESULTS in 2023

## January

- New Year, New Year -
- Experience Highlight -
- \_\_\_\_\_

## February

- Valentine's Day Offer -
- Gift Card Promotion -
- \_\_\_\_\_

## March

- Spring Treat -
- Experience Highlight -
- \_\_\_\_\_

Brainstorm together with your PR and Marketing Team this week on what your Spa & Wellness operation wants to achieve in the next year. Based on your goals, fill in this guide which will become your ROADMAP. To be most successful, you need to anticipate the goals for each month and start preparing them 6-8 weeks in advance. The active promotion for treatments should begin 2-4 weeks ahead of time.



## April

- Treatment Highlight/ Launch -
- Product Highlight -
- \_\_\_\_\_

## May

- Mother's Day Offer -
- Gift Card Promotion -
- \_\_\_\_\_

## June

- Global Wellness Day -
- Father's Day -
- \_\_\_\_\_

## July

- Special Summer Offer -
- Product Highlight -
- \_\_\_\_\_

## August

- Special Offer -
- Experience Highlight -
- \_\_\_\_\_



## September

- Fall Vibes/ New Launch -
- World Wellness Weekend -
- \_\_\_\_\_

## October

- Fitness Offer/ Yoga -
- Product Highlight -
- \_\_\_\_\_

## November

- Thanksgiving Specials -
- Black Friday Offer -
- \_\_\_\_\_

## December

- Holiday Glow -
- Gift Guides/ Gift Cards -
- \_\_\_\_\_

## 2024

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- \_\_\_\_\_
- \_\_\_\_\_