

Skin Talk Club

Twelve months of timely hooks to plan your content around

The Annual Med Spa Marketing Calendar

January	New year, new skin goals · prime laser season
February	Valentine's self-love treatments · gift cards
March	Spring refresh · start event-season prep
April	Brighten before sun · Mother's Day packages
May	Wedding season · reset skincare routines
June	SPF & sun-protection education
July	Vacation-ready glow · light maintenance
August	Back-to-routine self-care
September	Laser season returns · repair summer damage
October	Treatment plans for a holiday glow
November	Gift cards & package promotions
December	Holiday-ready glow · treat yourself