

Instructions for Color Promotion

The window cling and t-stand materials in this bag are REUSABLE. Prominently display these items on the first day of your promotion. If you plan to have a color event at a later date, store them in the shipped box for future use. Do not throw these materials away; they are designed to be used repeatedly throughout the year, as you need them.



[Promotions Checklist](#) 

Reusable materials included in this bag:

WINDOW CLING
T-STAND
T-STAND STICKERS
BOUNCEBACK COUPONS

Visit fsmarketinghub.com for all materials:

WINDOW CLING
T-STAND
T-STAND STICKERS
BOUNCEBACK COUPONS
EMAIL
DISPLAY ADS
SOCIAL MEDIA
DIGITAL TV SLIDE
TV SPOTS
RADIO SCRIPTS

IMPORTANT TIP: **Window Cling Installation**

For proper adhesion, the surface must be clean and dry. Using a spray bottle, spray the window with water and apply the cling to the window surface. The water will help you slide the cling across the surface for positioning.

To remove air bubbles, spray additional water onto cling, and roll the water out, working from the center of the decal to the edges using a flat-edged object. When removing air bubbles, use a layer between the object and the printed surface to prevent scratching.

Watch a video on how to save your window cling for storage and how to re-install the cling at fsmarketinghub.com/cling

If you have questions about your fsmarketinghub.com account, contact your Region Owner or Region Director/Region Coordinator.

Promotions Checklist

✓	Date	Item
<input type="checkbox"/>	Reminder	Use the Fantastic Sams Promotional Planner available at fsmarketinghub.com to plan your color promotion dates and strategy.
<input type="checkbox"/>	4 Weeks Prior	Confirm promotions (and contests) with owner; set salon goals for promotion.
<input type="checkbox"/>	4 Weeks Prior	Visit fsmarketinghub.com to download and customize additional marketing materials to support your promotion, including email, social media, radio, TV and more.
<input type="checkbox"/>	3 Weeks Prior	Review goals, materials, scripts and contests, if applicable, with team. Set salon and stylist goals.
<input type="checkbox"/>	3 Weeks Prior	Check inventory of FS retail promotion products and get order ready for product promotion.
<input type="checkbox"/>	1-2 Weeks Prior	Enter color promotion offer barcodes and FS product barcodes into your POS system.
<input type="checkbox"/>	1 Day Prior	Color promotion: Put up all color promotion materials in salon: one window cling and one t-stand poster. Use provided stickers to promote your salon's price point offer on the t-stands.
<input type="checkbox"/>	Always	Retail Walk: Walk every guest to the product display and showcase the FS retail product promotions. Monitor product inventory for promotion.