

FREE GUIDE FROM THE ELIXIR WAY

Your Fall/Winter Content Calendar for 2026

A practical, ready-to-use marketing guide for spa and wellness owners who want to fill their books, sell more memberships, and show up with intention this season.

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How to Use This Guide

Think of this as your marketing assistant. You don't need to do everything here, you just need to do the right things for your business consistently, in a way that reflects your brand and speaks directly to your guests.

This calendar is organized into five monthly themes that follow a natural guest journey from seasonal reset all the way through to new year renewal. Each month has a clear strategic focus, a weekly content rhythm, recommended offer types, and caption frameworks you can adapt to your brand.

My recommendation: print this out. Highlight the weeks that feel most aligned with where your business is right now. Then build from there.

The Three-Phase Strategy

Every successful seasonal marketing plan moves guests through three phases. Keep this framework in mind as you plan:

Phase 1: Prepare

September – October

Educate guests. Build habits. Position your seasonal services.

Phase 2: Convert

November – December

Drive holiday bookings. Sell gift cards, bundles, and memberships.

Phase 3: Renew

January

Welcome new and returning guests. Sell resets and retention packages.

Your Weekly Content Rhythm

One of the biggest mistakes I see spa owners make is treating every week like a blank slate. Instead, lock in a repeatable structure. With this strategy, you post in a thoughtful and intentional way consistently. Each week, aim for five pieces of content across social platforms:

01	Educational post	Teach your guests something useful about their body, skin, or wellness this season.
02	Behind-the-scenes or staff post	Show the humans behind the experience. Trust is built through familiarity.
03	Treatment spotlight	Feature one service in depth. Let guests imagine themselves in it.
04	Social proof post	Share a testimonial, review, or transformation. Let your guests sell for you.
05	Conversion post	One clear call to action: book, buy a gift card, or join a membership.

Consistency beats perfection every time. One imperfect post every week beats one polished post every month.

Month-by-Month Content Plan

Below is your full breakdown, month by month. Use the weekly themes as idea for brainstorming not scripts. Adapt the language to sound like your brand voice.

SEPTEMBER

Focus:

Seasonal reset. Get ahead of winter stress. Set the tone early.

September is your runway. Guests aren't in holiday panic mode yet, which means they're receptive to information and intention-setting. This is the month to educate, inspire, and get them on your books before the busy season starts.

Week	Content Theme & Focus
Week 1	Why your body needs a seasonal reset right now and what to do about it
Week 2	Fall skin prep: what changes in your skin when the season shifts (and how to get ahead of it)
Week 3	Behind the scenes: how we build a custom treatment plan for each guest
Week 4	What to book before the holiday stress starts. Include a limited availability reminder

RECOMMENDED OFFER THIS MONTH

- Personalized wellness consultation (introductory or complimentary)
- Seasonal skin prep package (3 visits)
- Recovery series for stress and immunity

OCTOBER

Focus:

Habit building. Sell memberships and series. Create consistency.

October is your membership month. Guests are settling into fall rhythms, and you want them committing to something consistent. Help them see that regular visits aren't a luxury they're an investment in good health.

Week	Content Theme & Focus
Week 1	Your best fall wellness routine: what our most consistent guests do differently
Week 2	Membership spotlight: why one visit a month changes everything
Week 3	Recovery services for busy professionals
Week 4	Exclusive Fall ritual bundle announcement with limited availability

RECOMMENDED OFFER THIS MONTH

- Monthly membership with sauna, plunge, or bodywork
- Fall ritual bundle (2–3 services packaged together)
- Wellness challenge with accountability check-ins

NOVEMBER

Focus:

Holiday conversion. Gift cards, bundles, and urgency.

November is your highest-revenue potential month if you plan it right. Gift card season is officially open, and your guests are actively looking for meaningful gifts. Position your services as experiences for the thoughtful alternative to more stuff.

Week	Content Theme & Focus
Week 1	Gift card season is here. Give the gift of health and vitality this year
Week 2	Warm-up therapies for cold weather: what's trending and why guests love them
Week 3	Holiday stress support: the services we recommend most this time of year
Week 4	Black Friday/Cyber Monday offer. This should be your most shareable promotion of the year

RECOMMENDED OFFER THIS MONTH

- Gift card bonus offer (e.g., spend \$100, get \$20 bonus)
- Holiday bundle with 2–3 services at a package rate
- Limited seasonal ritual with festive scent or warmth theme

DECEMBER

Focus:

Stress relief and warmth. Meet guests where they are.

December guests are stressed, overstretched, and craving something that makes them feel human again. Your content shouldn't feel salesy it needs to feel like a friendly reminder to care for yourself. Lean into warmth, relief, and restoration.

Week	Content Theme & Focus
Week 1	Warm up and wind down: our most comforting services for the coldest month
Week 2	Winter skin support: what your skin needs right now
Week 3	Holiday survival self-care: the treatments that genuinely help
Week 4	End-of-year restoration ritual to close the year feeling restored

RECOMMENDED OFFER THIS MONTH

- Contrast therapy circuit (heat, cold, rest, repeat)
- Cozy bodywork ritual with seasonal add-ons
- Last-chance gift card reminder through email, POP displays and a social push

JANUARY

Focus:
Renewal and retention.

January is one of the most underestimated months in spa marketing. Everyone else is selling gym memberships and detox cleanses. You have an opportunity to be the calm, grounded alternative, the place that helps people recover and reset. Resolution messages are overused and easy to ignore because they make you feel bad, not better.

Week	Content Theme & Focus
Week 1	New year, natural refresh what a real reset looks like
Week 2	How to recover from holiday overload: the treatments that work best
Week 3	Your winter wellness reset, personalized plans now available
Week 4	Why memberships make this year easier and how to get started

RECOMMENDED OFFER THIS MONTH

- New Year reset package (sleep, stress, or skin focus)
- Membership enrollment push with a January incentive (not another discount, enhance the offer with a free add-on or upgrade)
- A personalized wellness consultation to start the year with healthy intention

Repeatable Social Content Templates

Use these formats as a rotation. They perform well for spa and wellness businesses because they educate, connect, and convert without feeling pushy.

Format	Content Idea
Reel	A day in the life of a winter reset treatment
Carousel	5 ways cold weather affects your skin and body
Reel	What contrast therapy feels like
Testimonial graphic	"I slept better after one session."
Staff clip	My favorite winter ritual for clients right now
Offer post	Limited seasonal bundle
UGC prompt	Show us your post-treatment glow — tag us

Email Subject Lines

These subject lines are organized by month and built around three proven drivers: urgency, curiosity, and clear benefit.

September

- “Your fall reset starts now.”
- “Get ahead of winter stress.”
- “The seasonal ritual your body needs.”

October

- “Build your fall wellness rhythm.”
- “Our most popular winter-prep services are now open.”
- “A better way to stay consistent this season.”

November

- “Give recovery this holiday season.”
- “Holiday stress? We have a plan to help.”
- “Limited winter bundles are now available.”

December

- “Warm up and wind down.”
- “Your winter skin rescue starts here.”
- “Last chance for holiday gifting.”

January

- “New year, natural refresh.”
- “Reset your body after the holidays.”
- “Start the year with a better routine.”

Caption Frameworks That Convert

These caption openers are easily adaptable. Keep your own brand voice but let these give you a starting point when you're staring at a blank screen.

- “Here's what your body is asking for this season.”
- “This is your sign to reset before the holidays hit.”
- “A little consistency goes a long way here's what we mean.”
- “Winter is when your recovery matters most.”
- “Wellness works best when it's personal. Here's ours.”

The Five Offers That Drive the Most Revenue This Season

Don't overthink your promotions. The most effective seasonal offers are simple, specific, and tied to a real outcome your guest cares about.

- **01.** A seasonal ritual package with 3 visits
- **02.** A recovery membership with sauna, plunge, and/or bodywork
- **03.** A gift card bonus offer with limited-time added value
- **04.** A January reset bundle focused on sleep, stress, or skin
- **05.** A referral offer tied to a friend spa day or community event

The best offer shouldn't be a deep discount. It's the one that names a specific outcome your guest already wants with an enhancement or add on.

Anchor every offer to a measurable result: better sleep, reduced stress, improved skin barrier, more consistent self-care. That framing makes your marketing feel genuinely helpful and that's what makes people trust you, so they want to buy from you.

My Best Advice Before You Launch

- Pick ONE hero theme per month and use it everywhere: social, email, in-spa signage, booking pages. Consistency builds recognition.
- Don't try to do everything. Choose 2–3 offers per season and make those irresistible.
- Train your team to talk about the 'why.' A front desk person or provider who can explain the benefit of contrast therapy in plain language converts more guests than any ad.

You don't need a massive budget or a full-time marketing team. You need a clear seasonal story, a consistent weekly rhythm, and offers that speak to what your guests are going through.

That's what this guide is designed to help you build. Now go make it yours.

READY TO GO DEEPER?

Get a 12-Month Marketing Strategy Built Specifically for Your Spa or Wellness Business.

This free guide gave you the framework. A personalized strategy gives you the plan built around your services, your guests, and your revenue goals.

Book your free 30-minute strategy call at theelixirway.com

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