



# Super Marketing Calendar

1<sup>st</sup> Quarter 2020





Happy New Year! We know you're looking to increase sales in 2020, and we're here to help. Plan your 1<sup>st</sup> quarter with these terrific ideas for the months of January, February, and March. To find more inspiration, or to submit your promotional ideas for our Conference Idea Exchange, sign on to The Smart Cart.

Likewise, a strong team makes for a strong business. Send your team members to **San Antonio, April 14-16**, for **FSI's 34<sup>th</sup> National In-Store Banking Conference** for that extra punch of staff development and/or as a reward. Registration and details are on our website at [www.supermarketbank.com](http://www.supermarketbank.com).



Find helpful resources and ideas on...

The  Smart Cart

*Your Exclusive, Virtual Consultant*

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



# January 2020

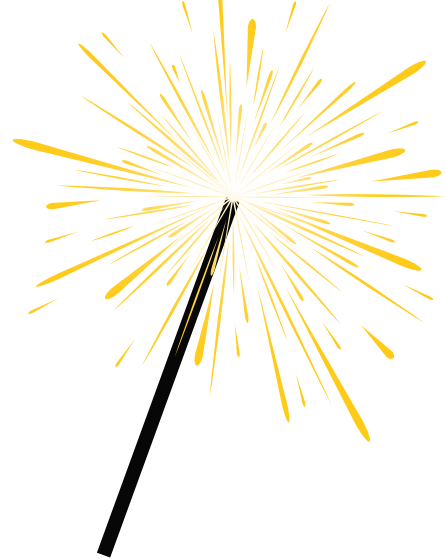
Su	M	Tu	W	Th	F	Sa
			1 New Years Day	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20 Martin Luther King, Jr. Day	21	22	23	24	25
26	27	28	29	30	31	

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## Get Your Sparkle On

Encourage your customers to start the New Year on a successful financial course. Set appointments for those interested in reviewing their savings, investments, insurance, and emergency funds. Create a New Year celebration theme using black and gold decorations found at the local party supply store. Attach a promotional flyer to a sparkler with the slogan, *Spark Savings in 2020!*



## Super Bowl. Super Sales.

With the Super Bowl coming up in early February, host a drawing for a Super Bowl giveaway. Decorate your branch with footballs and team logos. Allow staff a wear-your-team-jersey day for a fun weekend at the branch. Create a friendly competition of sale goals or branch decorations for your branches to create engagement within the financial institution.





## Kiss Fees Goodbye

Promote your free checking account this Valentine's Day while hosting a kissing booth, manned by staff in a fun costume and/or a local mascot. Invite store patrons to stop by for a "kiss". A chocolate candy kiss attached to your promotional flyer will make its way to the right customers/members ensuring a little extra love to the bottom line.

## Hoppy Leap Day

Every four years we have a Leap Year. Jump on this Leap Day promotion to keep folks focused on you, your branch, and its services. Post branch services on cutouts of lily pads, frogs, and oversized, green bills. Add a few large stuffed frogs for décor that can be used as giveaway prizes on Leap Day, February 29.



# February 2020

Su	M	Tu	W	Th	F	Sa
						1
2 Groundhog Day	3	4	5	6	7	8
9	10	11	12	13	14 Valentine's Day	15
16	17 Presidents' Day	18	19	20	21	22
23	24	25	26	27	28	29 Leap Day

***Make a Friend.  
Make a Customer.®***

# March 2020

Su	M	Tu	W	Th	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Last day for FSI Early Bird Conference Registration, Hotel Reservation, and Idea Exchange Submissions

Daylight Saving Time starts

St. Patrick's Day



## Spring for Something Better

Make sure your staff is prepared with an easy Switch Kit to share with non-customers/non-members at a moment's notice, especially those cashing checks.

For visual appeal, decorate the branch with the colors and items of spring. Whenever possible, get out of the branch and "plant seeds" with mini-seed packet handouts listing your benefits and possibilities.



## Gold Standard Service

Using a St. Patrick's Day theme, turn your green into gold with a special CD rate, credit products, or checking accounts. Have team members hand out green clovers during aisle time inviting store patrons to visit the branch for a special treat and an opportunity to learn more about your services.