



Super Marketing CALENDAR

1ST QUARTER 2022

Happy New Year!

With this new calendar, we send warm wishes for a promising and fulfilling New Year.

We hope you are preparing to join us **May 2-4 at the Francis Marion Hotel in Charleston, South Carolina for FSJ's 35th National In-Store Banking Conference!** Registration and details can be found on our website, www.supermarketbank.com. Our staff is excited to see you in person!

Consider sharing your great promotional ideas for future calendars. Log into The Smart Cart, select Business Development and Marketing, and submit your ideas.

www.supermarketbank.com



NATIONAL IN-STORE BANKING

Conference



Downtown Charleston



Waterfront Park

MAY 2 - 4, 2022 • CHARLESTON, SC

JANUARY 2022

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 Martin Luther King, Jr. Day	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

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NEW YEAR CHEER

Kick off the New Year with your customers/members! Invite them to a week-long party at your branch the first week of 2022.

Create a festive backdrop with cutout clocks, black and gold party hats and balloons, and a large cutout of 2022 numbers.

Plan a branch deep-clean to make it sparkle and shine. Pour attention into gaining new customers/members by handing out small flyers with easy instructions to switch to your financial institution. Set goals for the promotion, and celebrate reaching those goals afterward!

CHANNEL YOUR FLANNEL

When the temperature starts to drop, there's nothing as warm and cozy as flannel. It's cozy, soft and comfortable, just like the safe feeling you should extend to your customers/members.

Host a Customer Appreciation week, serving hot cocoa and cookies, and remind branch visitors of your signature services, rates, and/or products in person and in print. To get shopper attention, incorporate plaid or buffalo check in your décor and serving table. Allow staff members to wear flannel extending the theme. Advertise a drawing for a warm, plaid blanket throw as a conversation starter.



GROUNDHOG DAY

A few days prior to February 2, host a Groundhog Day trivia game over the PA system inviting those with the correct answer to visit the branch and claim a prize. While at the branch, invite customers/members an opportunity to guess if Punxsutawney Phil's will see his shadow or not.

Provide separate entry boxes for the "yes" and "no" submissions. On February 2, draw a winner from each, and give each winner a \$25 store gift card. Use the slogan, "Let Savings Follow You Like a Shadow" while showcasing a special loan or credit card rate. Invite staff to wear top hats and top coats of Punxsutawney fashion. If you have the capability, record and replay the actual, live-streamed event on your branch monitor throughout the day.



FEBRUARY 2022

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	18	19
20	21 Presidents Day	22	23	24	25	26
27	28					

SPICE UP WINTER SALES



When people think of spice, it usually conjures up images of hot and feisty peppers that bring tears to your eyes. Add a little heat to the branch team by creating a Fiesta Sales Challenge. For every application received, add a paper pepper to staff member's "dish" staged in the back room or office. The team member with the most peppers receives lunch or dinner from the local Mexican restaurant.

Decorate your branch with sombreros and colorful peppers to "Spice Up" those cold winter days.

*Make a Friend.
Make a Customer.®*

MARCH 2022

Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13 Daylight Savings Time begins	14	15	16	17 St. Patrick's Day	18	19
20 First Day of Spring	21	22	23	24	25	26
27	28	29	30	31		



PINCH-FREE BANKING

Offer banking specials that will leave store patrons feeling the luck of the Irish! Invite your team to orchestrate a scavenger hunt. Offer customers/members a chance to find a hidden shamrock within the store to redeem for a prize at your branch (e.g., store coupon, promotional pen/key ring, etc.).

Promote free checking or any special rates offered this month. Or, simply promote your convenient location and hours. Decorate with balloons and giant shamrocks with your slogan, "Pinch-Free Banking."

MARCH MADNESS MAYHEM

Gear up for the annual college basketball tournament, and prep your team for sales. There are plenty of ways to enjoy the action, from the teller line to the aisles.

At the branch, host a Hoop Shoot with a make-shift basketball goal (or toy basketball goal) and soft, toy basketballs where shoppers get a chance to score big when they make the shot. Prizes could include round logo chip clips, stress reliever basketballs, free checks coupon, etc.

Make sure you have a strategy to score new sales. Assign sales goals as points. The team member with the most points receives a free pizza gift card.

