



Second Quarter 2018

SuperMarketing Calendar



We hope you enjoy the 2nd Quarter SuperMarketing Calendar and the promotions. For more of the best marketing ideas, make plans to join us for **FSI's 32nd National In-Store Banking Conference, April 4-6, 2018**, and stroll through the Idea Exchange to see actual and proven branch promotions.

Find more details about the conference and Idea Exchange submissions at www.supermarketbank.com!

See you soon!

April 2018

Su	M	Tu	W	Th	F	Sa
1 <small>Easter</small>	2	3	4 <small>FSI's 32nd National In-Store Banking Conference The M Resort - Las Vegas, NV</small>	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					



April Showers Grow Deposits

This April, shower your customers/members with gifts of appreciation. Decorate the branch with the look of Spring. Borrow daffodil arrangements from the in-store florist. Cut out yellow ducks, green frogs and lily pads, along with giant blue raindrops. Use the cutouts to highlight your products and services, or use them as flyers with your promotional message on each one. Give away an umbrella to each new account opened during the promotion.

Earn miles of thanks by taking a few extra steps on a rainy day! Dry off wet shopping carts and/or assist store customers by holding the umbrella as they walk to their car with groceries. Remember, Make a Friend, Make a Customer.®



Great Rates Under the Big Top

Promote investment options and/or down payments on car loans for those receiving tax refunds. Display a marketing message that says, "Tame Your Tax Refund! Here's how..." and list the investment options your financial institution offers. Create a flyer to advertise lower car loan rates. Decorate the branch using a circus theme. Paste red and white alternating strips of paper on cabinets or teller line to represent a circus tent. Rent or borrow a popcorn machine and offer free popcorn to store patrons.

Sweet Rates for a Sweet Ride

Serve up farm-fresh deals with a fun promotion and great auto loan rates. Spring is the season for ripe strawberries, so turn your branch into a roadside strawberry stand complete with displays of strawberries and strawberry jam. Have associates, dressed as farmers, greet customers with a friendly smile and strawberry-wrapped hard candies.



May 2018

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

Memorial Day

Memorial Day weekend is the official kickoff to summer. Fun in the sun, travel, and family are all part of this theme. Evoke togetherness, party prep, and everything else that goes with getting together on the long weekend. As store customers flock in to collect all the things necessary for their events, invite them by the branch to register for a summer give-away. In Memorial Day fashion, be sure to decorate and show your support for those who died for our freedom.



*Make a Friend.
Make a Customer.®*

June 2018

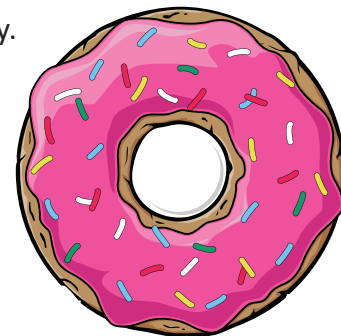
Su	M	Tu	W	Th	F	Sa
					1 Donut Day	2
3	4	5	6	7	8	9
10	11	12	13	14 Flag Day	15	16
17 Father's Day	18	19	20	21	22	23
24	25	26	27	28	29	30

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Are There Holes in Your Banking Relationship?

Post the promotional slogan, "Are There Holes in Your Banking Relationship?" on June 1st as it is National Donut Day. Your institution can be the missing piece when you prepare staff on utilizing cross-selling opportunities. Offer incentives to customers/members when they bundle products and services such as free checking with a qualified loan. Invite your staff to wear chef hats and aprons while serving donut holes provided by the store bakery.



For the Love of Love and Money

Traditionally, the month of June has always been the most popular month for weddings. It is not unusual for newly married couples to join their finances near to or after the nuptials. With that, set up a wedding registration table for engaged couples to pick up a special Newly Wed Package complete with paperwork for opening a joint checking or savings account. Additionally, each couple is entered to win a gift card to use toward their special day.

