



2nd Quarter
2019

Super Marketing Calendar

April to June is a time for fresh air and fresh ideas! Here are a few to work into your marketing plan.

Also... **FSI's National In-Store Banking Conference** is right around the corner, and it's not too late to register and join us **May 1-3** to see more marketing ideas in the **Idea Exchange**. You'll be glad you did!

Lastly... Submit your own successes for the **Idea Exchange** online by **April 5** for a chance to win prizes! You do not have to be present to win. Learn more about the conference and find the Idea Exchange submission form at www.supermarketbank.com.



FSI'S 33RD NATIONAL
IN-STORE BANKING
CONFERENCE

MAY 1-3, 2019

INTERCONTINENTAL BUCKHEAD HOTEL
ATLANTA, GEORGIA



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The  Cart

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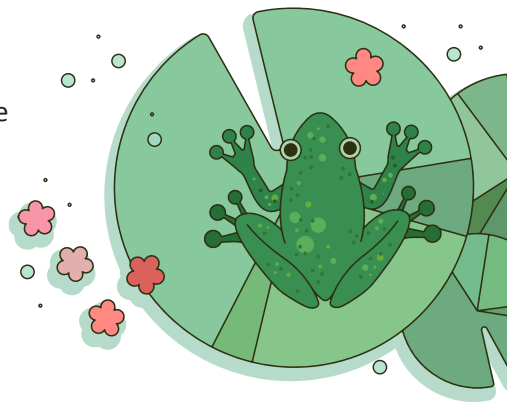
April 2019

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



Appreciation Showers

This April, shower your customers/members with gifts of appreciation. Borrow daffodil arrangements from the in-store florist and cut out yellow ducks, green frogs and lily pads, and giant blue raindrops. Use the cutouts to highlight your products and services, or use them as flyers with your promotional message on each one. Share small tokens of appreciation or complimentary beverages when your customers or members stop by the branch. Give away a logoed umbrella for each new account opened during the promotion.



Add a Little Spring to Your Step

Lighten the load of your customers/members. Promote banking conveniences such as location, extended hours, ITM service, fee-free checking or direct deposit services with a Spring theme. Utilize Spring décor from around your store, and host a drawing for a flowering shrub or Spring bouquet during this promotional period. Away from the branch, enlighten shoppers as you bag groceries (with your retailer's permission, of course). At the branch, offer spring water with a custom label listing convenient services to visitors at your branch. Make it fun this Spring!



Mom Would Be So Proud

Promote savings or investments while celebrating Mother's Day at your branch. Create awareness by decorating the branch with flowers and the slogan, "Mom Would Be So Proud" on your cabinets. For added interest, create a black and white picture menagerie of mothers from various time-periods or TV shows throughout the branch. Incorporate a fun trivia contest asking customers/members to identify the pictures for small prizes. Offer a \$10 discount coupon from the in-store florist for each new savings/investment account opened during this promotion.

Join the Team and Improve Your Score

Spring is a season for celebration! Anyone can hit a home run by improving their financial situation and credit score. Design a promotion to help patrons rebuild credit. Coach staff members to search for and offer products that best fit the applicant's credit profile. Decorate the branch with baseball gear including bats, balls, gloves, helmets, and uniforms. Allow staff members to wear their favorite team jersey on the weekend. Set up a hot dog stand on a Saturday afternoon and give away baseball hats imprinted with the financial institution's logo. While handing out hats, invite store patrons to "Join the Team!"



May 2019

Su	M	Tu	W	Th	F	Sa
			1 FSI's 33 rd In-Store Banking Conference	2 National	3	4 Kentucky Derby
5	6	7	8	9	10	11
12 Mother's Day	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27 Memorial Day	28	29	30	31	

*Make a Friend.
Make a Customer.®*

June 2019

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						

Father's Day

Flag Day

Oh, the Places You'll Go!

Host a promotion derived from the Dr. Seuss book, "Oh, the Places You'll Go". Decorate the branch with suitcases, hot air balloons, airplanes, boats, trains, cable cars in wild or neon colors keeping in tune with the children's classic. Encourage your associates to dress in outrageous hats and bow ties. Introduce recent graduates to your student checking/free checking and credit card services. Ask associates to send each grad a handwritten note of congratulations for a personal touch.



Summer Getaway

There are few words people love more than "Summer vacation." The countdown to that special time or trip can start at your branch. Help customers/members create a memorable vacation experience with a Home Equity Line of Credit. Cover cabinets with travel posters and inflate a few beach balls. Set out beach chairs and play some reggae music. Have staff members wear Hawaiian style shirts with leis around their necks and sunblock on their noses. Invite store patrons to register for cooler filled with snacks and beach supplies.



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