



2nd Quarter 2020

*SuperMarketing
Calendar*

Spring is a time for fresh air and fresh ideas! Here's 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. Join us **April 14-16** 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 **March 6** 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.



Find helpful resources and ideas on...

The  Smart Cart
Your Exclusive, Virtual Consultant

www.supermarketbank.com

April 2020

Su	M	Tu	W	Th	F	Sa
			1 April Fool's Day	2	3	4
5	6	7	8	9	10	11
12 Easter Sunday	13	14 15 16 FSI's National In-Store Banking Conference: Omni La Mansion Del Rio, San Antonio, TX		17	18	
19	20	21	22	23	24	25
26	27	28	29	30		

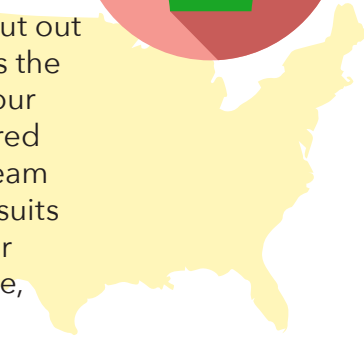
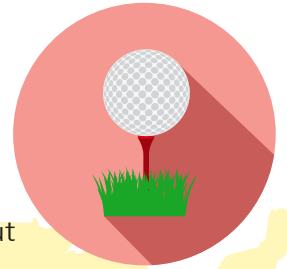
800-992-4978

www.supermarketbank.com

Master Your Finances

Since most golf enthusiasts cannot make it to Augusta, Georgia for the Masters Tournament, April 9-12, bring the excitement and traditions of golf's most prestigious event to your store.

Cabinets can be covered with green butcher paper. Cut out a large silhouette of the United States in yellow, as this is the tournament's signature logo. Use the slogan, "Master Your Finances and We'll Help!" Place a large jar of multi-colored golf tees out on the counter for a Guess & Win game. Team members can dress down in golf apparel or white jumpsuits like tournament caddies wear. Create a putting game for shopper involvement. Be prepared to offer sound advice, products, and service.



Sowing Seeds for Sales

Ask permission from your retailer to use a store wheelbarrow filled with flowers, gardening tools, and packs of seeds. Decorate with Spring flowers shared by your in-store florist. Allow staff members to sport straw hats, colorful gardening gloves, and aprons to work the aisle or during see-you-out-front time. Hand out packs of seeds with a promotional flyer attached during business development time.





Mother's Day

Celebrate all the hard-working and well-deserving moms this Mother's Day and assemble a lovely coffee/tea bar complete with an arrangement of flowers and multiple types of creamers and teas. With every new account opened in May, offer a chance to win a gift certificate to a local day spa.

The Future is Bright. Thank a Teacher Today!

A good teacher is known for lighting the path for all learners. As the end of school draws near, honor teachers everywhere with an illuminating teacher appreciation promotion. String lights around the branch. Invite teachers to visit the branch to be recognized for their selfless dedication to students everywhere. Incorporate a promotional flyer and gift, such as a scented candle or flashlight, that could be dropped off at the local schools for added exposure and goodwill.



May 2020

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

*Make a Friend.
Make a Customer.®*

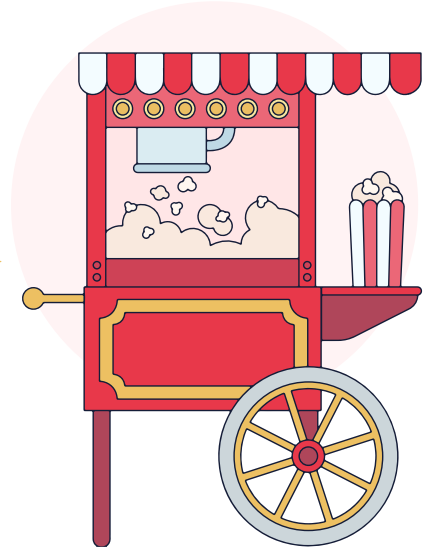
June 2020

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



Celebrate Sweet Service

With June as National Candy Month, celebrate the authentic, fun confections that candy companies have been producing for more than 100 years. Decorate the branch like the popular board game, Candy Land. For those who love chocolate, candy, gum and mints, invite the store manager or a candy vendor to sponsor giveaways. Use the actual board game to motivate team members to reach their weekly goals. Staff earns prizes or incentives for advancing to the finish line.



Popcorn Party for Pops!

Host a popcorn party promo in honor of Father's Day. For little expense and big impact, rent a popcorn machine and crank it up! The smell is a magnet for shoppers. Invite Pops of all ages to stop by the branch for a complimentary bag of popcorn. Be sure to have a flyer on hand to remind shoppers of your monthly promotion or highlighted services.