



2ND QUARTER 2022

Super Marketing CALENDAR

Spring is a time where everything comes back to life after a long winter's nap. Wake up your customers/members with some "fresh" ideas to work into your marketing plan. Find additional ideas, online training courses, and resources in **The Smart Cart**.



NATIONAL
IN-STORE BANKING
Conference

MAY 2 - 4, 2022 • CHARLESTON, SC



MOST importantly, we are looking forward to seeing you in person at our **National In-Store Banking Conference**. It's not too late to register! Come hear and network with the best of the best! Learn more about the conference at www.supermarketbank.com.



APRIL 2022

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

800-992-4978

www.supermarketbank.com

REFERRING YOUR PEEPS IS SWEET!

Spring is here, and Easter is right around the corner! Why not share some love with your "PEEPS?" As you approach Easter, send a message to store patrons/customers/members about your referral program.

Start by designing a marshmallow PEEPS®-themed flyer offering a special incentive for referring others to your financial institution. Then, cut out giant PEEPS® to decorate the branch and hand out individual candy PEEPS® with your flyer during aisle time. Finally, review your switch kit process with your staff to make sure they make the switch to your institution quick and easy.



PREP FOR PROM

In the upcoming weeks, upper classmen from the local high schools will be gearing up for prom night. Use this season to tune up your student credit card applications and highlights for those interested in establishing responsible credit. Showcase a low introductory credit card rate and bonus offerings with each qualified applicant.



Decorate the branch in typical prom fashion complete with black and silver or gold festive trimmings, and create an area for impromptu "prom" pictures. Invite the store's florist to participate with corsage and boutonniere options. Use these fun photo ops to educate with your 20-second commercial about you, your institution, and credit card program.

DERBY DAYS

While some folks are saddling-up for the Kentucky Derby horse race on Saturday, May 7, encourage your customers/members to gear up for super savings with your financial institution. Promote Individual Retirement Accounts or Certificates of Deposits at a special introductory rate. Decorate the branch with horse racing images, ribbons, and trophies, while inviting shoppers to watch the race on your video monitor if you are equipped to do so.



At the Derby, ladies dress to impress wearing brightly colored and fashionable hats. Men also have a splendid excuse to dress up as much as the ladies! In the spirit of tradition, invite your female staff members to wear large, colorful hats and spring dresses. Encourage your men to sport jackets and bowties. Watch heads turn as they walk through the store aisles handing out flyers and greeting patrons.



PATRIOTIC PASTRIES

While Memorial Day is no Black Friday in the retail world, it is still part of a busy holiday shopping weekend with plenty of people out and about. Use the holiday to

honor the fallen military as the day had intended, while working to kick-start your summer selling season.

Decorate the branch in red, white and blue, and post large seals of each military branch on your cabinets or teller line. Work with the in-store bakery to prepare patriotic-designed pastries for Monday, May 30. Have staff hand out coupons for a free pastry during that morning's aisle time. Beside the pastries, place a stack of flyers to be taken home about a special service or rate that is being promoted at the time.

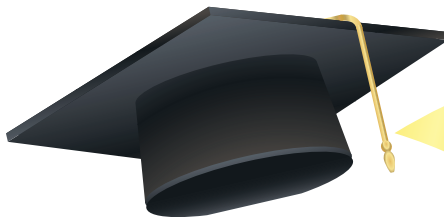
MAY 2022

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

*Make a Friend.
Make a Customer.®*

JUNE 2022

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 Father's Day	20	21 Summer Solstice	22	23	24	25
26	27	28	29	30		



OUR FUTURE IS BRIGHT

Earn top marks for honoring your school's graduating class with a gift as exceptional as their achievement. Promote Savings Bonds as the perfect gift for graduates as they enter into the next phase of their life. Student credit card accounts can also be suggested for those leaving home for college.

Decorate your branch with graduation caps, gowns, and diplomas. Offer a free order of checks to graduates opening a checking account. Or, give a \$25 Savings Bond for approved credit card applications. Pre-order promotional sunglasses to hand out promoting the special, graduate credit card.

GRILLING UP GREAT RATES

Showcase loan rates as you decorate the branch for Father's Day. Cover cabinets with black paper and cut out flames to place around your marketing message. Work with your store manager to display charcoal, lighter fluid, and a grill.

One lucky backyard chef can win a great grill from your financial institution by being nominated "Best Dad" by store patrons. Invite store customers to drop their nominations into a registration box to be drawn on the Saturday before Father's Day. Prepare an extensive shaving kit or BBQ prize package as the prize for "Best Dad." Remember to take pictures with the winner for your local newspaper, social media and website news!

