



Super Marketing

CALENDAR

3RD QUARTER 2022

JULY 2022

Su	M	Tu	W	Th	F	Sa
					1	2
3	4 Independence Day	5	6	7	8	9
10	11	12	13	14	15	16
17 National Ice Cream Day	18	19	20 National Hot Dog Day	21	22	23
24	25	26	27	28	29	30
31						

800-992-4978

www.supermarketbank.com

SPARK LASTING CONNECTIONS



There's something extra special about activities that happen around the Fourth of July. Make your branch sparkle with decked-out decor. From red, white, and blue bunting to American flags, these colorful details can be as wow-worthy as the fireworks.

Spark energy with your team by creating a star-spangled game for positive behaviors and/or reaching sales goals. When the "sales" bells ring, provide them with some sparkling inspiration and incentives. Research local events that may interest your staff, and prepare an award for the top performer at the branch. Ideas may include food, movie tickets, theme park attractions, or concerts.



STAYCATION OR VACATION?



Travel plans this year may be as far as the front porch for some and transcontinental for others. Share your financial institution's home equity rates to bring staycation or vacation possibilities to your customers/members. Promote the best HELOC rates to help them book a much-needed getaway or an opportunity to make improvements to their home.

Begin decorating, and divide your promotional space in half using wide, blue painter's tape on the floor. Trade Independence Day décor with colorful beach chairs, umbrellas for a "vacation" scene on one side. On the other, create a "staycation" carpentry scene with a saw horse, tool belt, tool cutouts, overalls, and lumber. Between the two sides, incorporate a huge sun cutout to advertise your special loan rates.





MAKE ROOM FOR S'MORE CUSTOMERS/MEMBERS

Nothing says summer like a toasty s'more. It's an entertaining tradition that never gets old, especially during the summer evenings. Execute a campaign entitled, "Make Room for S'More Customers/Members" to grow your market share by putting an emphasis on special products, services, or your location.

Be present at local events, connect with local businesses, and leverage local college and schools. Advertise "Get S'more with ABC Bank/CU", and hand out s'mores kits and your brochure/flyer, promoting your special product or service.

With these multiple opportunities for connection, you'll be more likely to win the hearts and minds of those you want to recruit.

WE CAN HOOK YOU UP!

August is National Fishing Month. Have some fun and rig up a fishing pole for customers/members to "fish" for prizes.

Set up a miniature pool and invite store patrons to dip a magnet attached to the fishing line down into the pool that will connect to a prize paperclip. Prize options can be promotional items or store coupons. Be sure that each prize has a business card or promotional flyer attached for the lucky winner.

Invite your team to dress in fishing vests and hats as they interact with customers. Hang fishing nets and other gear around the branch to help reel in prospects. Offer smiles and gummy worms or Swedish Fish candy as thank-you treats for your loyal customers and members.



AUGUST 2022

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

*Make a Friend.
Make a Customer.®*

SEPTEMBER 2022

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



KEEP YOUR COOL

It's summertime, and the best way to celebrate is to chill with your customers/members. Keep them cool by hosting an end-of-summer pool party as temps continue to rise. Decorate the branch with pool floats, colorful beach towels, and sand buckets.

Work with your retail partner to serve free ice cream or ice pops to shoppers as they leave the store. Use each opportunity to offer loan or savings products. Be ready with flyers, brochures and business cards – along with many napkins!

BUILDING BLOCKS FOR EDUCATION

Not everyone will be excited to send their children to college this fall, but your financial institution can make college tuition less daunting by introducing customers to Education IRAs or other college-savings accounts. Recognize young parents or grandparents and share an effective way to start saving for their child's higher education.

Arrange additional training for your branch staff so they can properly discuss the options from your financial institution. Create flyers to send home with prospects so they will have branch and contact information when additional questions arise. Attach a pencil with your institution's name and phone number embossed.

Decorate the branch with back-to-school supplies or giant alphabet blocks made from cardboard.



Need inspiration for summer fun?

In this 3rd quarter SuperMarketing Calendar, we encourage you to incorporate some of these plans into your promotional events and activities for the months of July, August, and September.



You can also visit The Smart Cart at www.supermarketbank.com to find proven and successful ideas submitted by your peers to enhance your program.

The Smart  Cart