



FSI®

FINANCIAL SUPERMARKETS, INC.

3ND QUARTER 2023



Super Marketing CALENDAR

VACATION. ICE CREAM. BACKYARD GRILLS. 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.

Find helpful resources and ideas on...

The  Cart
www.supermarketbank.com



**EECU –
HEB, FRISCO, TX**



**FIRST COMMUNITY CREDIT UNION –
WALMART, EUREKA, MO**



**FAMILY SAVINGS CREDIT UNION –
MAIN OFFICE, GADSDEN, AL**

JULY 2023

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

800-992-4978

www.supermarketbank.com

UNITED WE SAVE

Celebrate America with a Fourth of July promotion and stay top of mind with your customers/members. Invite store patrons to turn their cash into savings. If your institution provides a coin-counting machine, offer the service free when the transaction is deposited into a new savings account.

Use the slogan, "United We Save", on your branch cabinets along with giant coin cutouts and other Independence Day décor.



PARADE YOUR WAY TO SUCCESS

Turn your aisle walks or business development time into a parade. Hand out free swag bags while talking to shoppers and creating relationships to elevate your brand presence. Promote minor savings accounts by participating in a local parade and distributing flyers as you go.



Connect with the local elementary schools and provide a flyer inviting students and their parents to visit the branch to open an account. Include a paper fan as they are popular items for parade spectators and custom fans will wave your brand for the rest of the summer.



WELCOME BACK TO SCHOOL TEACHER BREAKFAST

Marketing to educators is most effective once you've first established some kind of relationship with them. A hosted back-to-school teacher breakfast is a great way to start the year off on the right foot. Invite a few key leaders from your institution to join you at the local schools to treat the teachers and give you an opportunity to introduce yourselves to the staff.

Your breakfast can be as simple as coffee and donuts from a local donut shop or as involved as a continental breakfast spread like you'd see in a hotel lobby. The choice is up to you (and your budget, of course)! Be prepared with business cards and brochures to leave behind.

HEAT UP YOUR INVESTMENTS

There is no doubt that August is the "hot spot" of summer. Make your branch the "hot spot" for investments. Offer a "hot" rate for the month. For this fiery-promotion, prepare a firepit or barbeque grill giveaway. Share your investment program by posting a special rate on cut-out flames pasted to your branch cabinets. Schedule appointments for shoppers to meet with your investment specialist.

Distribute 10-20 wooden matches to each staff member and challenge them to fill an empty match box during aisle time. Each store patron they interact with allows them to deposit a match into the box. A complete box earns special recognition and incentive.



AUGUST 2023

Su	M	Tu	W	Th	F	Sa
		1	2	3 National Watermelon Day	4	5
6	7	8	9	10 National S'mores Day	11	12
13	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 2023

Su	M	Tu	W	Th	F	Sa
					1	2
3	4 Labor Day	5	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



MADE IN AMERICA

Declare your institution's hard-working services! Promote extended hours and friendly faces while greeting store patrons. Celebrate the working class this Labor Day by inviting store patrons to register for a patriotic-themed ice chest filled with snacks and cookout supplies.

Reuse Independence Day decorations and create new red, white and blue stars in different sizes to paste to your branch walls and cabinets. Highlight products and services on each star.



GOODBYE SUMMER!

As the closing summer days of September grow shorter, fall activities start to fill our calendars. Make sure to schedule an activity to celebrate the busy Labor Day weekend. The store will be buzzing with opportunities for you and your team to shine.



Goodbye Summer

Use the slogan, "Saying Goodbye to Summer is Hard, Switching to Us is Easy!" Create a switch-kit to help new customers/members wave goodbye to their old financial institution. Prepare several to have on-hand as you greet store patrons. Target non-customers by inviting them to register for a Labor Day prize giveaway. While you have their time, present them with an opportunity to try one of your services. Create a giant hand to wave at shoppers from across the store to generate visual interest and connection.