



Super Marketing CALENDAR 4TH QUARTER 2021



2021 is nearing its end,

and inside your 4th Quarter SuperMarketing Calendar, we hope you find the following promotional ideas inspiring and helpful for the months of October, November, and December.

Are you utilizing the Online Training Courses in The Smart Cart for your employees?

The self-guided Course 101 will help your in-store staff get off on the right foot learning the best practices and behaviors for in-store bankers.

Even your seasoned staff can enhance their customer service and leadership skills from Courses 102 and 103.

Check them out in The Smart Cart at www.supermarketbank.com today!



IT'S NOT TOO LATE!

FSI's Virtual Retail Banking Conference is set to launch *Tuesday, September 21*. Plan a watch party for you and your team to join us online. Don't miss this special event, and register today for this complimentary conference at www.supermarketbank.com.

A promotional banner for the 2021 Virtual Retail Banking Conference. The banner features a circular inset image of a man and a woman looking at a map. The text on the banner includes "2021 Virtual Retail Banking Conference", "NAVIGATING THE FUTURE", and "September 21-22, 2021". The FSI logo is also present in the top right corner.

2021 Virtual Retail
Banking Conference

NAVIGATING
THE FUTURE

September 21-22, 2021

FSI
FINANCIAL SUPERMARKETS, INC.

Find helpful resources and ideas on...

Your Exclusive, Virtual Consultant

The  Cart

www.supermarketbank.com

OCTOBER 2021

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
31						

Columbus Day

Boss's Day

Halloween

800-992-4978

www.supermarketbank.com



On Boss's Day, host a promotion focusing on business accounts and services. Take every opportunity to offer financial decision makers those products or services that could make their work and personal life better and easier to manage (i.e., Bill Pay, rewards credit cards, direct deposit services, line of credit loans, etc.)

Use the slogan, "Be the Boss of Your Finances!"

Ask your financial institution's president or senior management to come during the promotion to greet and show appreciation for your customers/members.

SAVINGS FOR LITTLE PUMPKINS

Halloween festivities create fun for the whole family with pumpkin patches, trick-or-treating, haunted houses, and much more. Play up the branch with colorful fall or Halloween decorations. Display an oversized pumpkin to give away to one lucky youngster. Hand out goodie bags to children as they accompany their parents inside the store. Place a brochure and coupon inside each bag for a \$10 deposit voucher when they open a new minor savings account.



PLAYS THAT PAY

Make everyone feel like a winner during football season. Create a pigskin promotion that highlights the “game” you have in your products and services. Decorate the branch with footballs and team pennants. Invite staff to wear their favorite team jersey one Saturday.



Randomly select a few lucky store patrons, and give them a chance to show off their passing skills. Set up a cardboard target for participants to pass a Nerf football through, and if they score, they take bragging rights and a small prize, courtesy of your financial institution. If allowed to use the store’s PA system, broadcast winners or invite shoppers to participate. Keep score between staff members for each “touchdown” gained by selling a product or service or reaching their goal.

ATTITUDE OF GRATITUDE

Typically, we think of people or things we are thankful for this time of year. Pick a week to host a Customer Appreciation Week to show gratitude for the relationships with your customers/members. Provide pastries each morning and cookies in the afternoon along with coffee and lemonade. Create a large, beautiful sign for the food table that says, “We are thankful for our customers/members!” Invite shoppers to register for a daily drawing to win a free turkey. Be prepared to offer interested non-customers/members a brochure about your institution. Involve your retail partner to help with cost of the turkeys.



NOVEMBER 2021

Su	M	Tu	W	Th	F	Sa
	1	2	3	4	5	6
7 Daylight Savings Ends	8	9	10	11 Veterans Day	12	13
14	15	16	17	18	19	20
21	22	23	24	25 Thanksgiving	26 Black Friday	27
28	29	30				

*Make a Friend.
Make a Customer.®*

DECEMBER 2021

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 Christmas
26	27	28	29	30	31 New Year's Eve	



SLEIGH THE DEALS

What Santa couldn't use a little more flexibility on spending this Christmas? Help Santa fill the sleigh and stockings with gifts for everyone on his list, and offer a special credit card or small loan rate this month. To attract shoppers' interest, create a large festive sleigh filled with oversized dollar sign cutouts and large, gift-wrapped boxes. Ask staff to wear Santa hats or identical staff shirts pinned with an oversized promotional button advertising your promotion. Brush up on your product knowledge, and be prepared to answer questions quickly and efficiently!

WRAPPED & READY

Shoppers will love the idea of a gift that is wrapped and ready. During this month's promotion, suggest setting up an investment account or buying a savings bond for relatives who have everything. CDs would make great gifts for the young adults on the lists. Post your product's rates on boxes wrapped with festive paper and bows among the other seasonal décor at the branch. For the final personal touch, offer fast and free giftwrapping for the paperwork in a special box, container, or stocking.

