



2ND QUARTER 2023

Super Marketing

CALENDAR



We hope you enjoy this 2nd Quarter SuperMarketing Calendar and the promotions throughout the following pages. For more of the best marketing ideas, check out The Smart Cart at www.supermarketbank.com.

Will you be joining us for the 2023 Retail Banking Conference this year? Our program of industry experts will share what works – and what doesn't – when it comes to recruiting and training talent, retaining rock star employees and valuable customers/members, as well as strategies to drive innovation, branching, and growth of your retail banking program. Register today at www.supermarketbank.com. Call to see if your branch manager(s) can come for FREE!

Find helpful resources and ideas on...

The  Cart
www.supermarketbank.com



FS1'S 35TH
**RETAIL
BANKING
CONFERENCE**

May 3-5, 2023 • Hotel Valencia Riverwalk • San Antonio, TX

APRIL 2023

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

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SPRING CHA-CHING

It's spring, and time to focus on fresh, new customers/ members. How can you help finance their next venture or cultivate their dream?

Promote new business loans or lines of credit by using a garden theme. "We've Got Your SEED MONEY!" would be a catchy slogan for a flyer or banner. Offer a line of credit for those starting a business or a new project for their home. Decorate with spring flowers shared by your in-store florist. Ask staff members to wear straw hats and aprons ready to work the aisle. Hand out seed packs with a promotional flyer attached during business development time.



GET OUT OF TOWN

After a long, cold winter, who isn't ready to escape to a warmer climate for some well-deserved rest and relaxation? Promote your financial institution's credit card services with a Spring Break getaway. Highlight a special introductory rate for approved applicants. Enter each applicant in a grand prize drawing for a \$50 gas card.



To help set the mood, turn your branch into an island oasis. Cover your cabinets with blue paper and place cutouts of sand pails, shovels, sea shells, and palm trees around your marketing message. Staff members can wear bright-colored floral shirts and hula skirts. Serve key lime cookies or small samples of virgin frozen drinks. Don't forget the mini-umbrellas!

TACO 'BOUT A GREAT RATE!



Coordinate a Cinco de Mayo promotion featuring savings accounts with the slogan, "Taco 'bout a Great Rate!" Along with colorful decorations for the branch, string up a piñata along with a few sombreros and supersized peppers. Highlight a special CD rate on cutouts of cactus, peppers, or maracas. Divide your staff into teams and create a contest for the most new CDs opened. Treat winners with a \$50 gift card to a local Mexican restaurant.

MAKE IT ABOUT MOM

Dote on the deliverer with a mommy-minded promotion. Mother's Day is celebrated on the second Sunday of May, so there's time to prepare for a special activity to honor mothers in your community. Work with your in-store deli and florist to prepare a giveaway that gives mom the night off from cooking. Invite store patrons to complete a registration form nominating a mother for the prize.



MAY 2023

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

*Make a Friend.
Make a Customer.®*

JUNE 2023

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 Father's Day	19	20	21	22	23	24
25	26	27	28	29	30	



FUND THE FUN!

Traditionally, the month of June has always been the most popular month for couples to get married. With that, set up a “wedding registration table” for engaged couples to pick up a special Newly Wed Package complete with paperwork for opening a line of credit or a credit card. Additionally, each couple is entered to win a \$200 gift card to use toward their special day.



FREE DOUGH



Prepare a promotion honoring fathers with “Free Dough.” Offer a \$50 bonus to each new direct deposit account opened. Work with your store’s bakery to provide fresh loaves of bread for each father opening a direct deposit account the week of Father’s Day.

Invite staff to wear aprons and chef hats to attract attention. Offer space at your branch for the bakery to set up a fresh bread stand. Create flyers in the shape of bread loaves and paste them to the cabinets which can be covered in red and white checked

tablecloths. Design a sticker for your team to wear that says, “Ask me how to get FREE dough!”