

2nd Quarter 2021



SUPERMARKETING CALENDAR

McDonna

As March comes to an end, flowers are starting to bloom and the days are getting longer. It's finally time to celebrate spring. With that, here are a few "fresh" ideas to work into your marketing plan.

*Also, we invite you to join us* for our **Virtual Retail Banking Conference on April 13-14**. Registration is open, and we look forward to *Navigating the Future* with you online. Learn more about the conference at [www.supermarketbank.com](http://www.supermarketbank.com), and find promotional ideas in The Smart Cart.



**SAVE THE DATES**

**2021 Virtual Retail  
Banking Conferences**

**NAVIGATING  
THE FUTURE**

April 13-14 • September 21-22



Find helpful resources and ideas on...  
**Your Exclusive, Virtual Consultant**

The  Cart

[www.supermarketbank.com](http://www.supermarketbank.com)

# APRIL 2021

| Su                 | M  | Tu  | W         | Th                     | F  | Sa                     |
|--------------------|----|---|-----------|------------------------|----|------------------------|
|                    |    |   |           | 1                      | 2  | 3                      |
| <b>4</b><br>Easter | 5  | 6   | 7         | 8                      | 9  | 10                     |
| 11                 | 12 | <b>13</b><br>FSI Virtual Retail Banking<br>Conference | <b>14</b> | 15                     | 16 | 17                     |
| 18                 | 19 | 20  | 21        | <b>22</b><br>Earth Day | 23 | <b>24</b><br>Arbor Day |
| 25                 | 26 | 27  | 28        | 29                     | 30 |                        |

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## CRACKING EASTER DEALS

Elevate and challenge your in-store team to do their best. Get creative with the metrics you are expecting with the Easter holiday.

Write down multiple goals for the branch, and place each one within a plastic Easter egg. Invite team members to choose their egg at random and work toward that goal for the month. Those who achieve their goal choose a prize egg in the same manner that rewards them handsomely for their efforts.



## LET'S SHRED AND GROW TOGETHER

In honor of Earth Day, April 22, and Arbor Day, April 24, host a Free Shred Day, and hand out tree seedlings within your shopping center. Lead your community in a "green movement" to help support your environment. Invite your executive management team to attend and greet shoppers. Purchase inexpensive t-shirts for your team to wear and build awareness. Connect with your retailer to set up a display beside the branch with their organic or "environmentally safe" products. Use these opportunities to educate your customers/members and shoppers of your digital services and convenient location.



# SPICE UP YOUR SAVINGS

Coordinate a Cinco De Mayo promotion featuring savings accounts with the slogan, **"Spice Up Your Savings."** Along with colorful decorations for the branch, string up a piñata along with a few sombreros and peppers.

Highlight your savings or CD rates on special cutouts of cactus, peppers, or maracas. Divide your staff into teams and create a contest for the most new savings accounts or CDs. Treat the winners with a \$25 gift card to a local fast-food Mexican restaurant.



# MONITIZING MEMORIAL DAY

Want to fire up your troops? Pit a manager versus your CSR/MSRs to see who hustles the hardest for deals. Pick a day or afternoon this month where managers are able to jump into the trenches and demonstrate techniques for initiating and/or closing deals.

Set the stakes! Provide a healthy team incentive if the CSR/MSRs win and a manager incentive if the manager wins. Gear your branch for the Memorial Day holiday weekend with patriotic décor and a special tribute to America's fallen soldiers such as a moment of silence on Monday morning or a poem reading and taps played over the PA system.

# MAY 2021

| Su                       | M  | Tu | W                         | Th | F  | Sa |
|--------------------------|----|----|---------------------------|----|----|----|
|                          |    |    |                           |    |    | 1  |
| 2                        | 3  | 4  | <b>5</b><br>Cinco de Mayo | 6  | 7  | 8  |
| <b>9</b><br>Mother's Day | 10 | 11 | 12                        | 13 | 14 | 15 |
| 16                       | 17 | 18 | 19                        | 20 | 21 | 22 |
| 23                       | 24 | 25 | 26                        | 27 | 28 | 29 |
| 30                       |    |    | <b>31</b><br>Memorial Day |    |    |    |

*Make a Friend.  
Make a Customer.®*

# JUNE 2021

| Su  | M                     | Tu | W  | Th | F  | Sa |
|---|-----------------------|----|----|----|----|----|
|   |                       | 1  | 2  | 3  | 4  | 5  |
| 6   | 7                     | 8  | 9  | 10 | 11 | 12 |
| 13  | <b>14</b><br>Flag Day | 15 | 16 | 17 | 18 | 19 |
| <b>20</b><br>Father's Day/<br>Summer Solstice | 21                    | 22 | 23 | 24 | 25 | 26 |
| 27  | 28                    | 29 | 30 |    |    |    |



## SWEET RATES FOR A SWEET RIDE



Serve up farm-fresh deals with a fun promotion and great auto loan rates. June is prime-time for ripe strawberries, so turn your branch into a roadside strawberry stand complete with displays of strawberries, strawberry jam, and red automobile cutouts or toys. Have associates, dressed as farmers, greet customers with a friendly smile and strawberry-wrapped hard candies attached to red marketing flyers. Design a kid-sized strawberry patch where children can choose a lucky strawberry for a prize.

## SIZZLING SUMMER SOLSTICE

The summer solstice on June 20<sup>th</sup> marks the day when the sun appears highest in the sky, and therefore, the longest day of the year and the first day of summer. Launch a sizzling, summertime promotional campaign where both current and potential customers/members can benefit.

Decorate with rainbow-colored flip-flops with a product or service written on each one. Dress down in summer clothing, hats, and sunglasses throughout the weekend to bring awareness to your promotion. Fill a beach bag with sunscreen, beach towels, a Frisbee, and other outdoor toys to give away by hosting a random drawing on June 21<sup>st</sup>.

