



# SuperMarketing Calendar

3<sup>rd</sup> Quarter 2020





# 2020 Summer holidays

are probably going to look a little different this year, and that's why it's more important to create the strategy for them now.

FSI is here to help manage the change, starting with tips for summer sales campaigns. Check out these promotional ideas for the months of July, August, and September.

Visit **The Smart Cart** at [www.supermarketbank.com](http://www.supermarketbank.com) to view other submissions for fresh, new ideas to enhance your program.

Find helpful resources and ideas on...

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# July 2020

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

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## PATRIOTIC PARTY

When it comes to holidays, people get into the spirit, and July 4<sup>th</sup> is no exception with Independence Day as one of our country's largest summer events. Fireworks, barbeques, traveling, enjoying the outdoors...no matter what they're doing or where they are, a vast majority of Americans will be celebrating in some way. Offer a July loan special to help local businesses and customers move forward in a positive direction.

Dress up your branch in your classic red, white and blue best. Spark lasting connections when you offer sparklers, mini-American flags, or patriotic pinwheels with branded marketing collateral attached.

## BANKING WITH A CHERRY ON TOP!

Highlight the features of in-store banking convenience to your shoppers while celebrating National Ice Cream month.

Decorate the branch cabinets using the theme, "Extended Hours, Convenience, and Friendly Staff...Banking with a Cherry on Top!" Using red construction paper, cut out large cherries with your products/services written on them. Hang a few from the ceiling for movement and interest.

For branch activity, host an ice cream trivia contest over the PA system, and award the winners a free ice cream coupon from your local ice cream shop or your retailer.



## SIZZLING SUMMER SERVICE

We know that August might not be a big holiday shopping month, but in the in-store world, it serves as a fantastic opportunity to spur interest and increase loyalty from customers/members/store patrons. Throughout these summer days, create an old fashioned lemonade stand and offer refreshing assistance and ice-cold lemonade. Wear gloves and use a large, covered beverage dispenser to keep it fresh, clean and safe.

By simply incorporating a couple sizzling products/services, you'll be able to keep your brand relevant and at the top of shoppers' minds over the next few months.



## August 2020

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

## BACK TO SCHOOL BASH



As you begin to think of school starting, conduct a membership/new accounts drive by creating a contest between staff members involving local schools. Work with your marketing department to prepare a mailer addressed to parents with school-age children inviting them to the branch to open their child's savings account or first checking account. Give away age-appropriate school gear or tools with each new account opened.

Complete the promotion by designing a chalkboard on your back cabinets made from black craft paper. Use white chalk to write out your slogan. Cut out pennant flags, design one for each school in the area, and include pom poms, mascots, and school supplies as decorations around the branch.

*Make a Friend.  
Make a Customer.®*

# September 2020

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



## DASH FOR LABOR DAY CASH

Though Labor Day was created to give people a day off from their work, savvy in-store bankers will capitalize on this holiday to urge consumers to use some of their time off for new banking business. Encourage shoppers to “Dash Over for Labor Day Cash”.



Promote home equity loans, other small loans, or credit card services with cash fans or bouquets made from giant fake \$100 bills. Add balloons at the branch to emphasize the special activity. Host a trivia game via the store PA system or your branch whiteboard. Give away cash prizes for correct answers.

## WE BREW FOR YOU



While every day is coffee day for most people, National Coffee Day (September 29) can be a fun, promotional opportunity to catch their attention as well as the casual coffee drinker. Change up your usual staff attire with barista aprons or funny coffee t-shirts/hats. With each new account opened this week, give vouchers for a free cup of coffee at your in-store coffee bar or a coffee-related promotional gifts such as mugs, tumblers, measuring spoons or coffee bag clips.

Add a thoughtful slogan such as “A Cup of Coffee Shared with a Friend Is Happiness Tasted” or “A Lot Can Happen Over Coffee” and coffee-related cutouts on your walls, cabinets, or whiteboard for eye-catching interest. Use an open jar of coffee beans to stick pens in at each work station to continue the theme. Offer appointments to review customers accounts and appropriate services/products to make their financial situation better.