MARKETING CALENDER – MARCH 2008

Well we are a couple of months into the year and I am hoping that after following a few of the hints in our previous marketing updates, you are excited about putting a little time and effort into marketing your store.

It really doesn't take too much effort or money to put a simple monthly marketing plan together. In fact I was speaking at the recent Great Lakes Ice Cream Show at Lansing MI recently and I was surprised at how many store owners did not have any type of promotion happening that month.

In any case, I hope the following information helps you with some ideas for March.

MARCH MONTHLY OBSERVANCES

American Red Cross Month
Employee Spirit Month
National Frozen Food Month
National Talk to your Teen about Sex Month

Now there is one highlight in particular that jumps right out at me that you can use with your employees…. And NO; its not talk to your teen about sex month either.

Employee Spirit month is a great month to re-energize your staff members about the coming Ice Cream Season. I have more on ideas for this theme in the Training snippet.

WEEKLY OBSERVANCES

2-8 Celebrate Your Name Week
3-9 National Procrastination Week
9-15 Girl Scout Week
17-22 Act Happy Week
17-22 American Chocolate Week
20-26 National Bubble Blowing Week
30-5 Root Canal Awareness Week

Now you can't tell me there are not any marketing or promotion opportunities here. Have your staff members wear their name tags the week of the 2nd to the 8th. If your staff doesn't wear name tags, this is a great time to start. Your customers will appreciate the personal contact they have at your store when they learn the names of your help. It also helps your staff members become accountable, as customers now can refer a name if they have any problems.

Let's put off National Procrastination Week till next month.

Perhaps have a bubble machine in the store for National Bubble week. The kids will love it. Remember, it's all about creating an atmosphere where people will respond and return.

DAILY OBSERVANCES

1 Beer Day
3 Fun Facts about Names Day
3 I Want You to be Happy Day
3 National Anthem Day
4 National Grammar Day
5 Learn What Your Name Means Day
6 Name Tag Day
9 Get Over it Day – www.getoverit.com
13 National Open an Umbrella Indoors Day
14 National Ask a Question Day
14 Pi Day (As is the Math Equation) www.exploratorium.edu/pi/
15 Maple Syrup Day
15 National Quilting Day
17 St Patrick's Day
19 National Chocolate Caramel Day
20 Proposal Day
21 Good Friday
21 Common Courtesy Day
22 International Goof Off Day
23 Easter
24 National Chocolate Covered Raisins Day
25 Pecan Day
26 Make Up Your Own Holiday Day
27 Kite Flying Day
29 National Mom and Pop Business Owners Day
30 Doctors Day

Some flavor days to plan for are the 15th, 19th, 24th and the 25th. The 25th should be a universal Butter Pecan flavor day as it is the best flavor in the world.

On the 3rd, I would have a book of Name Explanations handy and tell each customer what their name means. Or put a US flag in every sundae for National Anthem Day.

Have open umbrella's adorn your store for the 13th. Obviously green food coloring will be flowing on St Patrick's Day. There is also a plethora of costume and accessories available at most large department stores.

An Easter Sundae is always a great idea over the Easter weekend, particularly one that contains chocolate eggs and chocolate chicks.

These are just some ideas. Remember that the goal here isn't to do everything all of the time, but to pick some special occasions and really work them. If you have the luxury of a changeable sign outside your store, update it with each of these days and keep your passing traffic interested in your signage. It will make a difference.