

MARKETING CALENDER – APRIL 2008

Well as always this upcoming month brings a plethora of marketing and promotional ideas. You may not use them all, but hopefully some of these will jump out and help you promote your business a little better than you did last month.

These do not have to be expensive promotions, but I will tell you that if you are not running at least 1 or 2 promotions each month, you are not giving your customers a “Visit to Remember”

APRIL MONTHLY OBSERVANCES

Couple appreciation Month

Do up a “couple’s sundaes” for this month and sell it as a celebration of Couples

Emotional Overeating Awareness Month

What’s the problem here??

Fresh Florida Tomatoes Month

Tomato sorbet anyone?

International Customer Loyalty Month

Run a program this month to have a customer bring a new customer. Reward them well

International Twit Award Month

Invite your customers to nominate a “Twit in their Life” Have a drawing for a weekly prize

Jazz Appreciation Month

Play Jazz every once and a while

Keep America Beautiful Month

National Car Care Month

Invite community groups to hold a car wash in your parking lot. Raise funds for local groups and reward drivers with a free cone for a wash.

National Humor Month

Post a Joke of the Day in your store, on your website or on your signboard. Make it “Family Friendly”

National Kite Month

Kites are cheap. Have a weekly competition and give away a Kite a Week

National Pecan Month

Butter Pecan is the best flavor on earth. Need I say More

Soy Foods Month

Try a soy based mix as a flavor of the day or week.

Straw Hat Month

Have your staff wear straw hats each Saturday. It promotes skin safety and your customers will certainly ask the question.

Workplace Conflict Awareness Month

OK, how about placing an anonymous “lockable” suggestion box, so that your staff can anonymously let you know some of the issues in your store that you may not know about. This can be a very effective way of tapping into what is really going on in your store.

WEEKLY OBSERVANCES

Laugh at Work Week; 1-7

See National Humor Month

National Week of the Ocean; 6-12

How about a "Shark Attack" Sundae with Gummy Sharks

Occupation Health and Safety Week; 5-10

This may be a great opportunity to have your local health and safety office come and talk to your staff about safety in the workplace

National Library Week; 13-19

This has always worked well for our stores. Contact a local library and ask to sponsor their activities. Libraries are a marketer's goldmine.

Young Peoples Poetry Week; 14-20

Poetry Contest; Sponsor a local Elementary School Poetry Contest.

National Karaoke Week; 20-26

This is the week I was born for. Karaoke will bring a huge crowd of singers and non singers alike. You don't need talent, just enthusiasm.

Turn off TV Week; 21-27

Most Schools participate in this national Program, and rewarding students with a free cone if they accomplish their goal is a great way to support your school.

National Scoop the Poop week; 24-30

May I suggest Free Chocolate Ice Cream for that week or would that be in bad taste.

National Dance Week; 25-5

Contact a local dance studio to have their students do a "dance display" this week.

Reward dance club members with a free cone

National Volunteer week; 27-5

There are great volunteer organizations in your area. Reward them with a cone or perhaps sponsor a service project in your area.

DAILY OBSERVANCES

I know you may be a little suspicious of the authenticity of some of these days, particularly the last one this month, but I swear that these are legitimate and registered days of the year.

April Fools Day 1

Have a Flavor of the day that would raise some eyebrows. Tripe or lambs brains may do the trick

National Fun at Work Day 1

See above and have some fun with it.

US Air Force Day 1

Offer half price for all Air Force personnel and their families

No Housework Day 7

Have a special promotion during the day for stay at home Moms. Promote it through schools and salons

National Dare Day 10

This is a Federal Program that educates all elementary students on Drug Awareness. Most will have completed a course and will have a certificate. Bring in your certificate for a free cone. Contact your local police for further details.

Barbershop Quartet Day 11

They are in the yellow pages

Licorice 12

Flavor of the day

Trivia Day 13

Answer a trivial pursuit question to get 25% off your purchase

National Wear your PJs to Work Day 16

Just ask your employees what they wear to bed before having them come in to work dressed that way – if you know what I mean.

National High 5 Day 17 – www.nationalhighfiveday.com

I am actually against the use of the high 5 but as it is a National Tradition here, go ahead.

Yo Yo Day 19

Yo Yo tricks get 10% off today

Husband Appreciation Day 19

Promote Husband Coupons for sale to get Dads down to the store

National Chocolate Covered Cashews Day 21

Flavor of the day or simply sell chocolate covered cashews in bags

National Jelly Bean Day 22

Special sundae

Take a Child to Work Day 23

Reward those who take a child to work by offering the child a free cone. Dads must pay

Hug an Australian Day 26

Now I don't know where I will be on the 26th, but a virtual hug over the email will suffice. info@frozendessertinstitute.com