

MARKETING TIP – MAY

I was a little disappointed that I wasn't sent any more than 1 hug on "Hug an Australian Day" last month. Thanks to the folks at Maddies Island Frozen Custard for their virtual hug. Now folks, follow these dates closely.

Well they say April Showers bring May Flowers and that is certainly the case in St Louis this time of year. Although George Lochhead from Lochhead Vanilla reported that on the 1st of May they received 8 inches of snow in Colorado. Wow!

May is a great time for most stores because we are starting to feel the effects of warmer weather and our sales are picking up. Good for you. Here are some dates that I would encourage you to take advantage of for your marketing team (you).

May is;

Healthy Vision Month
Motorcycle Safety Month
National BBQ Month
National Hamburger Month
National Photo Month
National Salad Month
National Smile Month
Tennis Month
National Family Month

This is a great month to hold a motorcycle rally or show in your parking lot, have a great BBQ cookout competition, Smile for a discount, or sponsor a tennis team for the month. Get out and get involved.

Mother Goose Day – 1
Step Mothers Day – 1
No pants Day – 2
Kentucky Derby – 3
National Scrap Booking Day – 4
Cinco de Mayo – 5
National Teacher Day -6
No Homework Day – 6
No Diet Day – 6
National Babysitters Day – 10
National Train Day – 10
Mothers Day - 11
Limerick Day – 12
National Nutty Fudge Day – 12
Receptionist Day – 14

Root Canal Appreciation Day – 14
National Chocolate Chip Day – 15
National Bike to Work Day – 16
NASCAR Day – 18
Visit Your Relatives Day – 18
National Taffy Day – 23
Brothers Day – 24
International Jazz Day – 24
National Missing Children's Day – 25
National Tap Dance Day – 25
Memorial Day – 26
Hug Your Cat Day – 30

Some idea's apart from the obvious flavor sponsored days, Recite a Mother Goose poem for a discount or free sprinkles, promote a "Give a Teach a Pint" day on the 6th, Same with babysitters for the 10th, Recite a limerick for a discount day or tap dance for free gummy bears on the 25th.

Really the world is your oyster this month. You can do as many of these promotions or a little as you want but please...DO SOMETHING!!