

## **SEPTEMBER MARKETING CALENDER**

October is a great time to put some promotions into gear, and there are a lot of events and opportunities this month. It's a great pumpkin month as well and a scarefest with Halloween. Cmon, how about trying a couple of these easy promotions:

### **MONTHLY OBSERVANCES**

#### **Bi-lingual Child Month**

Speak a second language for a 10% discount

#### **Children's Magazine Month**

Have a local library display some popular children's magazines and books

#### **Class Reunion Month**

Here's your chance to call your old class mates up and tell them you own an ice cream store. Oooohh they will be so envious

#### **Gay and Lesbian History Month**

Um I don't quite know what to recommend here – maybe come out of the closet if you need to.

#### **National Bake and Decorate Month**

Here is a great opportunity to launch or promote you ice cream cakes. Decorate you cakes out in front of customers, or have a competition to have kids decorate their own small cake.

#### **National Breast Cancer Awareness Month**

Offer coupons or discounts to local mammogram providers to reward participants.

#### **National Caramel Month**

That's what Im talking about – Caramel Malts are the best. Make sure you feature your caramel flavors this month.

#### **National Chili Month**

Ever tried a chili ice cream? It may not be your best seller but it certainly will get people talking.

#### **National Dental Hygiene Month**

Offer a prescription pad of free kid's cones to your local dentist that rewards kids to going to the dentist.

#### **National Down Syndrome Awareness Month**

This one is close to the heart as I have a brother in law who is Downsy. Have you ever considered having a brain injured child work in your store? I have found no greater event to pull your existing employees together than to make someone with challenges feel a part of the team.

#### **National Popcorn Poppin Month**

### **National Roller-Skating Month**

Have your staff serve customers on Roller Skates. Check your workplace health and safety Regulations first.

### **National Sarcastic Awareness Month**

Oh how I love National Sarcasm month!!!!

### **Vegetarian Month**

This one's for your vegan or vegetarian staff and customers. Pumpkin and other vegetable are fun flavors to display this month

## **WEEKLY OBSERVANCES**

### **5-11 Fire Prevention Week**

Have the local fire station come down with their trucks, or sell batteries for fire alarms this week.

### **5-11 National Carry a Tune Week**

Sing a show tune for a 10% discount

### **13-19 National Veterinary Technicians Week**

Local Vets offices would appreciate a visit from you and your staff with a discount coupon or free cone for the staff. Remember how many potential customers these people talk to each week.

### **19-25 National School Bus Safety Week**

See vets above

### **31-6 National Herpes Awareness Week**

Get yourself checked out.

## **DAILY OBSERVANCES**

### **1 International Day of Older Persons**

Senior's Discount day or offer to go into a nursing home and serve ice cream as a community service.

### **3 National Denim Day**

This one is easy – wear denim.

### **3 World Smile Day**

Smile at your customers. This is no promotion-just good business

### **5 World Teachers Day**

Promote you student customers to by a discount coupon for their teachers. This could be a huge day if promoted early enough.

### **6 Mad Hatters Day**

Crazy hats are the order of the day. Wear em: Give a free sundae to the person who wears the most outrageous hat or hold a hat parade. This is a Monday night so get the family's out.

### **8 International Top Spinning Day**

Have a top spinning contest. He who makes his top spins the longest gets a free coupon or menu item

### **8 National Bring your Teddy Bear to Work Day**

Have your staff bring their teddys in, and offer discounts of those customers who bring them in. Have a Teddy bears picnic!

### **10 National Cake Decorating Day**

See Nat Baking Day above

### **13 Columbus Day**

### **14 Be Bald and Free Day**

Baldies eat free!

### **15 National Grouch Day**

### **16 Boss's Day**

### **19 Sunday School Teacher Evaluation Day**

This one gets roped in with the Mother in Law and Teacher Day.

### **23 National Mole Day**

Dirt and worms sundae is the special of the day. Any homeowner with a penchant for gardening will appreciate the recognition.

### **24 International Bandanna Day**

Bandanna Up!!!

### **26 Mother in Law Day**

Tell you best Mother in Law joke, or bring your Mother in Law in for a discount or a special sundae.

### **31 National Caramel Apple Day**

Fresh Caramel Apples are always a great treat this time of year. Promote this day for a week prior and you will sell a ton .

### **31 Halloween**

Everyone dresses up – not to scary!!

Now remember – this calendar isn't for you to pull off every event, but surely there is one or two here that you can easily implement this month to increase your customers joy and your share in the market place.