

SOCIAL *edge*

FE RUARY *ideas*

M RCH *ideas*

- For every day of the month, name one thing you LOVE about customers.
- If you sell online and live in a winter weather area, hold “snow day.” promotions online when customers are unable to stop in.
- Make the holiday a liiiiittle less awkward. Highlight products that are great for giving to a brand-new valentine.
- Highlight products that are great to give to friends to show your affection.
- Put together a bundle of the perfect items needed to have a low-key Valentine’s Day (pajamas, snacks, etc.)
- February is American Heart Month. Take part in a heart run or walk with employees and share photos of your adventure online!
- To honor National Organ Donor Day, give a discount to anyone who shows that they are an organ donor via their license.
- Highlight party supplies that guests can use to throw their own Oscar party.
- Hold a kids’ jumping contest in your store to celebrate leap year. The winner gets to choose a prize from the store.
- Share funny quotes about love from employees’ kids.
- For Earth Day on March 20, offer a discount to anyone who uses their own recyclable shopping tote at checkout.
- Hide coupons in eggs around your store. Let customers know that the first people to find them (limit one each), gets the coupon! Tape shut so that you know eggs haven’t been peeked in.
- Have a coloring page on-hand for kids in some sort of spring theme and hang the finished products on your wall.
- Highlight spring cleaning items.
- Have a March Madness sale on everything green... in every sense of the word!
- Have anyone who spends \$50+ be entered to win a “seeing green” contest for a gift certificate.
- The 4th is Employee Appreciation Day! Feature employees on social media each week.
- Highlight wedding items on the 20th for Proposal Day.
- Be sure to share your Easter holiday hours with customers.
- Hold or participate in a blood drive for Red Cross Month!

Happy Posting!