

Customer Motivators excels at engaging, motivating and rewarding consumers! Using popular gift cards to motivate consumer behavior, Customer Motivators delivers innovative, economical and turnkey promotional solutions.

**Market Uses**

- New Customer Acquisition
- Existing Customer Retention
- Conversion to Paperless Billing
- Customer Appreciation
- Customer Up-Sell / Cross-Sell
- Refer-A-Friend
- Consumer Quote Completion
- Lost Customer Win Back
- Customer Program Renewal

**Reward Categories & Themes**

**Home & Household**



**Dinning & Entertainment**



**Apparel**



**Gas & Auto**



**Community**



# Calendar

## JANUARY

**What's Happening This Month**  
 01:New Years Day  
 19:Martin Luther King Day

**Promotion Themes**  
 Fresh Start  
 Get Fit  
 Organize Your Life  
 New Years Resolutions  
 Ring-in-the-New Year



## FEBRUARY

**What's Happening This Month**  
 14:Valentine's  
 15:President's Day  
 07:Super bowl  
 09:Mardi Gras  
 American Heart Month

**Promotion Themes**  
 GIFT-IT  
 Dinner & a Movie



## MARCH

**What's Happening This Month**  
 04:Employee Appreciation  
 17:St. Patrick's Day  
 20:Start of Spring  
 27:Easter  
 March To Health Month

**Promotion Themes**  
 GIFT-IT to a Hero  
 Home Essentials  
 GIFT-IT to a Coach



## APRIL

**What's Happening This Month**  
 22:Earth Day  
 Loyalty Month  
 Tax Season

**Promotion Themes**  
 Gas n' Go  
 Lunch-is-on-Us



## MAY

**What's Happening This Month**  
 03:National Teacher Day  
 08:Mother's Day  
 21:Armed Forces Day  
 30:Memorial Day

**Promotion Themes**  
 Operation Free Lunch  
 Shop til you Drop  
 GIFT-IT to a Hero  
 GIFT-IT to a Mom



## JUNE

**What's Happening This Month**  
 14:Flag Day  
 19:Father's Day  
 20:Start of Summer

**Promotion Themes**  
 GIFT-IT to a Hero  
 Gas n' Go  
 GIFT-IT to a Dad



## JULY

**What's Happening This Month**  
 04:Independence Day  
 24:Parent's Day  
 Summer

**Promotion Themes**  
 Summer Bonanza  
 Shop til you Drop



## AUGUST

**What's Happening This Month**  
 21:Senior Citizens Day  
 Back To School

**Promotion Themes**  
 GIFT-IT to a Teacher  
 Dinner & a Movie  
 Back to School



## SEPTEMBER

**What's Happening This Month**  
 05:Labor Day  
 11:Grandparent's Day  
 17:Oktoberfest  
 22:Start of Autumn

**Promotion Themes**  
 Operation Free Lunch  
 GIFT-IT to a Hero  
 GIFT-IT to a Grandparent



## OCTOBER

**What's Happening This Month**  
 10:Columbus Day  
 31:Halloween  
 Breast Cancer Awareness

**Promotion Themes**  
 Dinner & a Movie  
 Lunch-is-on-Us



## NOVEMBER

**What's Happening This Month**  
 11:Veteran's Day  
 24:Thanksgiving  
 25:Black Friday  
 28:Cyber Monday

**Promotion Themes**  
 Shop til you Drop  
 Give Thanks



## DECEMBER

**What's Happening This Month**  
 21:Start of Winter  
 24:Hanukkah begins  
 25:Christmas

**Promotion Themes**  
 Give a Cup of Joe  
 Stocking Stuffer  
 GIFT-IT



Start today by energizing your marketing initiatives.  
 Give us a call to learn more (800) 409-9772