

# May is the Biggest Month of the Year

**May is the new December.** As far as revenue goes, May has more opportunity for out-front sales than any other month of the year. May also offers inspiration to craft your social media and website content, advertising ideas, and end-cap themes.



- May 1-7 is [National Small Business Week](#). This is a great time to partner with your neighboring local small businesses in a marketing blitz promoting shopping small. Pooling marketing funds and resources with just a handful of local businesses can generate positive awareness of what you have to offer to your community.
  
- May also kicks off Mother's Day, graduation season, the start of wedding and anniversary season, and the beginning of Father's Day shopping season. It's time to freshen up your greeting card department and get ready for the rush! Mother's Day is the No. 2 holiday for greeting card sales after Christmas; combine Mother's Day with the other above events, and you have the potential to sell more greeting cards this month than any other month. When it comes to Mother's Day, remember to include a row or two of 1-pound boxes of chocolate in the pockets next to the cards. Jumpstart your Father's Day sales by offering a free Forever Stamp May 9-28. Use signs throughout the store as well as your website and social media accounts to remind customers of the upcoming dates for these events.
  
- The month of May is the most important health-related month of the year, loaded with key opportunities to generate content for your website and social media accounts as well as end-caps and in-store displays:
  - **Arthritis Month:** Feature an end-cap with quality supplements and internal and external options to relieve joint pain.
  - **Better Sleep Month:** Feature therapeutic pillows, herbs, melatonin, and other natural alternatives to a good night's sleep on an end-cap or display.
  - **High Blood Pressure Awareness Month:** Place signs throughout your store reminding customers to have their blood pressure checked at the pharmacy.
  - **Skin Cancer Awareness and Prevention Month:** Get your sun care end-cap ready! Highlight sunscreens, lip balm, aloe, vitamin D, moisturizers, and sunglasses with UV protection.
  - The month is also recognized as **Healthy Vision Month**, **Osteoporosis Awareness Month**, and **Lyme Disease Awareness Month**. Consider adding a small, business card-sized sign to appropriate vitamins, supplements, and bug sprays to highlight your pharmacist-recommended products.

Now all you have to do is boost your inventory to fill the needs of your now-informed customers!

-- Gabe Trahan, NCPA Senior Director of Store Operations and Marketing, NCPA's Front-End Overhaul