

# Drive Holiday Sales with Mobile Messenger

Your Ready-to-Use Holiday Message  
Template Guide

## MAKE THIS YOUR BEST HOLIDAY SEASON YET

The holiday shopping season represents up to 40% of annual retail sales—and Mobile Messenger is the key to capturing your share. These pre-written messages are designed to drive foot traffic, boost sales, and help you compete with big-box retailers during the busiest shopping season of the year.

### Why SMS Marketing Works for Holiday Sales



#### Immediate Impact

98% of text messages are read within 3 minutes



#### Direct Response

SMS generates 6-8x higher engagement rates than email



#### Perfect Timing

Reach customers when they're actively shopping



#### Cost-Effective

Lower cost per conversion than traditional advertising

### Best Practices for Holiday SMS Marketing



#### Timing

Send Black Friday messages 1-2 weeks before the event



#### Frequency

Limit to 2-3 messages per week to avoid fatigue



#### Urgency

Use time-limited offers to drive immediate action



#### Value

Focus on specific deals and savings



#### Clear CTAs

Tell customers exactly what to do next



## YOUR HOLIDAY MESSAGE TEMPLATES

### Black Friday Promotions

- 1 Black Friday starts NOW at [Shop Name]! Extra 50% off storewide. Early birds get bonus deals! Be first in line!
- 2 DOORBUSTER: First 20 customers get an extra 25% off at [Shop Name] this Black Friday! Line forms at 6AM!
- 3 Black Friday jewelry blowout! All certified jewelry 40% off at [Shop Name]. One day only! Don't miss out!
- 4 Black Friday tech deals! Save big on certified phones, laptops & games at [Shop Name]. While supplies last!
- 5 Skip the mall! Shop Black Friday deals at [Shop Name]. Better prices, better selection, no crowds!

### Cyber Monday Specials

- 1 Cyber Monday is here! Shop in-store AND online at [Shop Name].
- 2 FLASH DEAL: All electronics 35% off at [Shop Name] for Cyber Monday! In-store & online.
- 3 Gamers rejoice! Cyber Monday deals on consoles & games at [Shop Name]. Extra trade credit today only!
- 4 Cyber Monday Lightning Deals every hour at [Shop Name]! Follow us for updates. In-store & online!
- 5 Don't wait for shipping! Shop Cyber Monday deals in-store at [Shop Name]. Same deals, instant gratification!

### Christmas Shopping

- 1 Christmas countdown! New deals daily at [Shop Name]. Today: All jewelry 30% off! Limited time only!
- 2 Santa's secret: Shop certified luxury gifts at [Shop Name]! Same quality, better prices. Make someone smile!
- 3 Last-minute gift headquarters! [Shop Name] is open late with amazing deals on perfect presents!
- 4 Make spirits bright! Shop [Shop Name] for incredible deals on electronics, jewelry & more!
- 5 Christmas Eve special! Extra 20% off everything at [Shop Name]. We're here for last-minute shoppers!



## New Year's Promotions

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- 1 Ring in 2025 with extra cash! Bring items to [Shop Name] for immediate payment. Start fresh!
- 2 New Year's resolution: Save more! Shop [Shop Name] for amazing deals on certified items!
- 3 New year, new look! All jewelry 40% off at [Shop Name]. Start 2025 in style!
- 4 New Year's clearance! Everything must go at [Shop Name]. Extra 50% off selected items!
- 5 Fresh start special! Get top dollar for your items at [Shop Name]. Quick payment, no wait!

## Holiday Cash Offers

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- 1 Need holiday cash? Get immediate payment for valuables at [Shop Name]! Quick, friendly service.
- 2 Holiday shopping money! Turn your items into cash at [Shop Name]. Best prices paid!
- 3 Get cash for Christmas! Bring valuables to [Shop Name] for immediate payment. Shop today!
- 4 Holiday bills? We can help! Get cash for items at [Shop Name]. Immediate payment, no waiting!
- 5 Top dollar paid! Sell jewelry & valuables at [Shop Name] for holiday cash. Immediate payment!

## December Specials

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- 1 December Daily Deals at [Shop Name]! New specials every day. Check back daily for best savings!
- 2 12 Days of Savings! Each day brings new deals at [Shop Name]. Today: 40% off electronics!
- 3 Holiday Happiness Sale! Everything in store 25% off at [Shop Name]. Make spirits bright!
- 4 December to Remember! Special financing at [Shop Name] on purchases over \$500. See store for details!
- 5 Santa's Workshop prices! Shop certified gifts at [Shop Name]. Better than mall prices!



## Holiday Trade-Ins

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- 1 Got new gadgets? Trade old electronics at [Shop Name] for cash or store credit! Bonus trade value!
- 2 Upgrade your game! Trade old consoles & games at [Shop Name]. Extra holiday trade credit!
- 3 Trading up? Get maximum value for jewelry at [Shop Name]. Put it toward something new!
- 4 Tool upgrade time! Trade in old equipment at [Shop Name]. Holiday bonus on trade values!
- 5 New ring for the New Year? Trade in jewelry at [Shop Name] for maximum value!

## Holiday Hours & Services

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- 1 Extended holiday hours at [Shop Name]! Open 9AM-9PM through Dec 23rd. More time to save!
- 2 Need gift ideas? Our experts at [Shop Name] can help! Plus, free gift wrapping in store!
- 3 Late night shopping at [Shop Name]! Open until 10PM Dec 20-23. Beat the rush!
- 4 Christmas Eve hours: 9AM-6PM. Last-minute deals at [Shop Name]! Everything ready to give!
- 5 New Year's Eve special hours: 10AM-4PM. Start 2025 with savings at [Shop Name]!

## Holiday Charity Events

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- 1 Spread holiday cheer with [Shop Name] & [Local Charity]! Donate a toy, get 20% off your purchase. Help make kids smile!
- 2 Winter coat drive at [Shop Name]! Donate a coat, get store credit as thanks. Partner with [Local Charity] to warm hearts!
- 3 Be Santa's helper! Bring new toys to [Shop Name], get \$25 store credit. All donations support [Local Children's Charity]!
- 4 Feed families this Thanksgiving! Partner with [Shop Name] & [Food Bank]. Donate food items for special store discounts!
- 5 December giving month at [Shop Name]! Each donation to [Local Charity] earns you rewards. Give back & save!