



**BRAVO**  
STORE SYSTEMS



# BRAVO'S **90 DAYS OF RETAIL**

A Retailer's Guide to a Successful  
2022 Holiday Season



**SCAN HERE**

Scan our QR code or visit [info.bravostoresystems.com/90-days-of-retail-22](https://info.bravostoresystems.com/90-days-of-retail-22)  
to unlock guides, downloadable templates and more!

## MONTH OVERVIEW

More than a third of all holiday shoppers start shopping as early as October! Now is the time to get your holiday game plan in place.

# OCTOBER / 2022



Visit our 90 Days of Retail website for all the latest resources available to you.



WEEK 1

### GET PLANNING

Decide your holiday promotions and build your customer marketing lists.

Find your past loan, layaway, and retail customers and invite them back in.



WEEK 2

### START MARKETING

Send text messages and emails to all your audience segments. Keep your business top-of-mind as customers start shopping. Scan our QR code above for sample messages.



WEEK 3

### PREPARE YOUR ONLINE SHOP

Get your inventory posted online where customers can shop, like Buya.com, eBay, UsedGuns.com and your own store website.



WEEK 4

### CREATE AN IN-STORE EXPERIENCE

Get started on your holiday in-store checklist. Missing some items? Compare your list to ours by scanning the QR code above.

S	M	T	W	T	F	S
						1
2 WEEK 1	3 51% of consumers have already started holiday shopping*	4	5	6	7	8
9 WEEK 2	10	11	12	13	14	15
16 WEEK 3	17	18	19	20 Get to Know Your Customers Day	21	22
23 WEEK 4	24	25	26	27	28	29
30	31 Halloween	OCTOBER PRODUCT SPOTLIGHT: <b>Mobile Messenger</b> ▶ Reach your customers directly by leveraging the power of Mobile Messenger's automated text messaging. It's the only product that integrates natively with your Bravo Point of Sale and is less expensive than point solutions—saving you time AND money.				

\*Sitecore. Holiday 2021 Trends Report

# MONTH OVERVIEW

You'll be facing a lot of competition from other retailers this month, so ramp up that marketing and make your shop stand out.

# NOVEMBER / 2022



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## WEEK 1 PROMOTE YOUR ONLINE SHOP

Remember to advertise your online shop! Think of the potential ad spaces you can use—like eReceipts, pawn tickets & online ads.



## WEEK 2 TRY TARGET MARKETING

Run a list of customers who spent more than \$1000 this year and offer them exclusive promotions by text or email.



## WEEK 3 ADD A PROFIT BOOSTER

Take advantage of the busiest shopping days of the year. Bravo's Product Protection plans make more money on every in-store sale.



## WEEK 4 PROMOTE, PROMOTE, PROMOTE!

Now's the time to push Black Friday, Small Business Saturday, and Cyber Monday deals. MobilePawn makes it easy to reach customers directly.



## WEEK 5 THANK YOUR EMPLOYEES

Your employees are working hard this holiday season. Take a breather this week and make them feel appreciated.

S	M	T	W	T	F	S
1 WEEK 1		2 Reminder: Promote in-store pick-up options!	3	4	5	
6 WEEK 2	7	8	9	10	11 Veterans Day	12
13 WEEK 3	14	15	16	17	18	19
20 WEEK 4	21	22	23	24 Thanksgiving	25 Black Friday	26 Small Business Saturday
27 WEEK 5	28 Cyber Monday	29	30			

### NOVEMBER PRODUCT SPOTLIGHT: eCOMMERCE CLOUD

Give your online storefront all the power and visibility of Amazon, but with drastically lower price tags. With Bravo POS you can post list inventory automatically on eBay, usedguns.com and buya.com.

## MONTH OVERVIEW

This month holds a lot of surprisingly busy retail dates, so stay diligent and keep reminding customers where they can find great deals.



WEEK 1

### MAKE NEW FRIENDS

Reach out to your newest customers while their experience with you is still fresh and invite them back to do their Christmas shopping.



WEEK 2

### CLICK AND MORTAR

Remind customers of all the ways they can shop your store. Encourage them to browse online and promote last-minute in-store deals and pick-up offers to draw them through the door.



WEEK 3

### MARKET TO LAST-MINUTE SHOPPERS

You should be an expert now: Update your promotions to appeal to last-minute shoppers. You've got this!



WEEK 4

### AFTER CHRISTMAS SHOPPERS

Their trash is your treasure. Promote after-Christmas offers for customers to pawn, trade-in or consign unwanted gifts.

# DECEMBER / 2022



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S	M	T	W	T	F	S
				1	2	3
4 WEEK 1	5	6	7	8	9	10
11 WEEK 2	12 Green Monday: The busiest shopping day of the year!	13	14	15 2A Day	16 Christmas Sweater Day	17 Panic Saturday: Grab those last-minute shoppers!
18 WEEK 3 Start of Hanukkah	19	20	21	22	23	24 Christmas Eve
25 WEEK 4 Today is the 4th largest sales day of the year! Christmas Day	26	27	28	29	30	31 New Year's Eve

## DECEMBER PRODUCT SPOTLIGHT: **Review Booster** ▶

Positive reviews are your greatest sales and marketing asset. Bravo Review Booster allows you to easily invite, collect and promote your reviews in a matter of seconds. You work hard for your happy customers—now let them work for you!