



BRAVO'S 90 DAYS OF RETAIL

A Retailer's Guide to a Successful
2023 Holiday Season



SCAN HERE

Scan our QR code or visit info.bravostoresystems.com/90-days-of-retail-23 to unlock guides, downloadable templates and more!

MONTH OVERVIEW

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



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, push notifications, 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

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



WEEK 4 CREATE AN IN-STORE EXPERIENCE

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

OCTOBER / 2023



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

S	M	T	W	T	F	S
1 WEEK 1	2 51% of consumers have already started holiday shopping*	3	4	5	6	7
8 WEEK 2	9	10	11	12	13	14
15 WEEK 3	16	17	18	19 Get to Know Your Customers Day	20	21
22 WEEK 4	23	24	25	26	27	28
29	30	31 Halloween				

OCTOBER PRODUCT SPOTLIGHT: **B** MOBILE COMMERCE CLOUD

Allow your customers to plan their shopping trips by perusing your inventory from their home, get push notifications from you they cannot miss, and make loan and layaway payments all from the palm of their hand!

*Porch Group Media 2023 Holiday Shopping Statistics

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.



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!

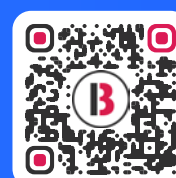
Now's the time to push Black Friday, Small Business Saturday, and Cyber Monday deals. MobilePawn makes it easy to reach customers directly.



WEEK 5 THANK YOUR EMPLOYEES

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

NOVEMBER / 2023



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

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

NOVEMBER PRODUCT SPOTLIGHT: **B** 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 remind 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 / 2023



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

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

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!