



Winning Strategies for the 2025 Holiday Season!

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
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 2
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 3
PROMOTE, PROMOTE,
PROMOTE!

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



WEEK 4
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 Reminder: Promote in-store pick-up options!
2 WEEK 1	3	4	5	6	7	8
9 WEEK 2	10	11 Veterans Day	12	13	14	15
16 WEEK 3	17	18	19	20	21	22
23 WEEK 4	24	25	26	27 Thanksgiving	28 Black Friday	29 Small Business Saturday
30	NOVEMBER PRODUCT SPOTLIGHT: PROTECTION PLANS Give your business a proven way to build customer loyalty while generating additional income. Protection Plans provide peace of mind that builds trust and drives repeat business.					

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.

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