



BRAVO'S

90 DAYS OF RETAIL

November Text Message Templates for Retailers



This holiday season customers will be bombarded with a lot of sales messaging from every retailer in the country. Get their attention by appealing to something they're interested in. How do you know? Because Bravo shows you your customers' spending habits. Use Bravo's built-in Ad-Hoc List Builder to explore your customer lists and see what patterns might emerge.

Goal: Appeal to a specific segment of your customer base based on their interests to draw them back into your store.

Action: Look at spending habits, spending amounts, visit frequency, loan and layaway customers, etc. to develop which segments you want to draw back in. Then, customize your promotion based on their interests.

Happy marketing!

SEGMENT CUSTOMERS AND SEND TARGETED HOLIDAY PROMOS & DEALS

Text message template: [SHORT & CATCHY INTRO OR GREETING] [PROMOTION] [CALL TO ACTION][MORE INFO]. Try to keep your messages under 160 characters! Longer messages will be sent as 2 separate texts.

Segment: Customers who bought a Louis Vuitton or luxury bag in the last 12 months

Treasure hunters are in luck. Luxury bags are BOGO 50% off through 11/26 in-store only at [STORE NAME] today. Visit us at [\[STORE ADDRESS\]](#).

Segment: Layaway customers

10 weeks left until Christmas! Put your gifts on layaway this week & get an additional 10% off at [STORE NAME] at [\[STORE ADDRESS\]](#).

Segment: Loan customers

Your used iPhone is worth 10% more at [STORE NAME] when you trade up for a new one or a loan this holiday season. Come in this week to our [STREET NAME] location!

