



BRAVO'S

## 90 DAYS OF RETAIL

December Sample Target Marketing for Pawnbrokers



The day after Christmas is one of the biggest shopping days of the year! Remind your customers to trade in their unwanted gifts for something they do want! Here are some text messages to help you invite them to visit again.



### SAMPLE MESSAGES

#### SAMPLE 1:

Did Santa bring you something you don't want?  
Bring it into our shop and trade it in for something better! [ADD WEBSITE OR STORE ADDRESS]

#### SAMPLE 2:

Whoops! If you spent a little too much on Christmas, bring your gifts in and let us help you get by this month.

#### SAMPLE 3:

Clearing room at home for those new gifts you got?  
Put your old stuff on consignment with us—It'll be like Christmas morning all over again.  
[ADD WEBSITE OR STORE ADDRESS]

#### SAMPLE 4:

We miss you! Bring your unwanted gifts and trade in for cold hard cash, or trade UP for something you actually want! [ADD WEBSITE OR STORE ADDRESS]

