

## YOUR STORE'S HOLIDAY MARKETING

# CHECKLIST



Remerchandise your front room with Shopkeeper

- Get expired layaways, buys or loans back on the floor or online



Check pricing with Bravo price estimator, especially on high-demand firearms, sporting goods, luxury items and electronics



Clean and decorate your front windows and your glass displays



Set the mood in the store with seasonal décor, music and smells



Get your employees ready

- Review customer service practices
- Update store security protocols
- Share employee commission plans



Decorate your store-branded site

- New product photos
- Updated ads & banners



Advertise your promotions

- Offer a new service! Now is a great time to add Product Protection Plans or Trades to your inventory mix
- Offer a soft touch, such as free holiday cards and giftwrapping



Security

- Review your security systems and ensure they're up-to-date

