



10 Marketing Campaigns You Should Be Running

What to say, when, and how to say it



Bravo Pawn Systems
Point-of-Sale | eCommerce | Mobile

Contents

What is this eBook about?	3
Warm-up stats	4
Campaigns and the retail calendar	6
Topics and targeting	7
The Bottom Line	17

What is this eBook about?

Marketing is an ever-changing industry – and so is Pawn.

In our last eBook, we discussed the 10 best ways to jumpstart your marketing efforts. The software, tools and best practices you find listed there might be a deciding factor to stay ahead of your competition, understand your audience, and drive traffic to your website and your store.

In addition to these tools and tactics, we felt that there was also need for a guide on implementation: a summary of what to say, and when and where to say it. An effective marketing strategy, where channels and messages are in best alignment with your business goals, drives more revenue.

In our newest eBook, we listed the 10 Campaigns You Should Be Running, based on the most popular retail events of the year. Remember: strong marketing allows you to connect with customers and inform them about the services you offer. Since your business is unique, an important part of this journey is communicating the unique value your business represents. If you are a Bravo customer, our Customer Success department is ready to answer your questions specific to your business and marketing strategy. Just give us a call or simply [visit our website](#) and ask the Chatbot in the bottom right to connect you with a customer success department representative.



What the numbers tell us

As mentioned in our previous eBook, change and choice are reshaping the retail industry: the connected customers have rising expectations, these are driving in-store experiences.

This shift is felt in Pawn just like anywhere else: The [2019 Trend Survey](#) of the National Pawnbrokers Association explains retail sales growth of up to 25% in our sector was partially driven by pawnbrokers embracing online sales options such as eBay and [Buya](#). With 1.92 billion global digital buyers in 2019, small retailers like you may see up to 30% [higher mobile conversion](#) rates compared to large retailers using the right tools and strategy. Focusing on mobile is more important than ever with 3 billion people in the world using [smartphones](#). Americans check their phones on average once [every 12 minutes](#), or about 80 times a day. Mobile apps are [expected to generate](#) \$189 billion in revenue by 2020, and 57% of all digital media usage comes from mobile apps.



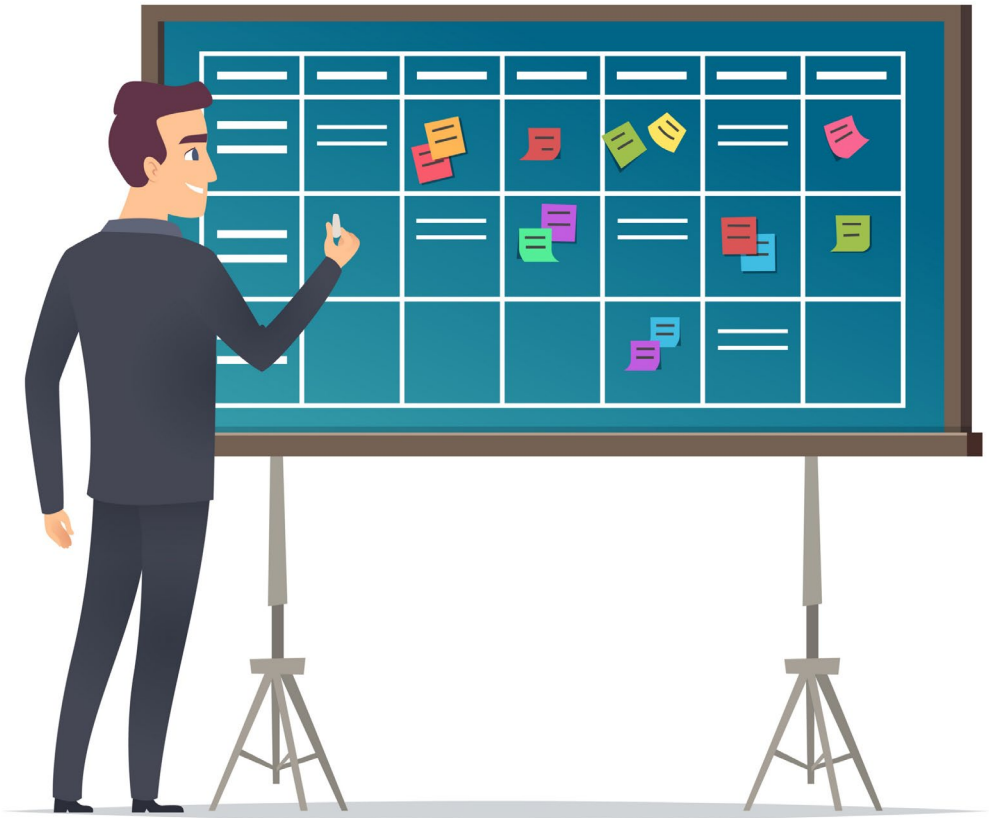
You can easily ride this mobile wave by using texting in your business. With 97% of the Americans texting at least once a day and 82% of consumers keeping SMS notifications switched on, texting is a platform that is still massively used around the world. To make things even more interesting, 82% of text messages are read within 5 minutes and 58% of consumers indicated they would view a business more positively if they offered SMS capabilities.

Sending texts messages creates a sense of urgency apart from its impressive 98% open rates and high conversion rates. FOMO (Fear of Missing Out), as described in our previous eBook, is a great way to target Millennials and Gen Z. Let your customers know that an offer is expiring or remind them that a special event or retail holiday is approaching. Research shows that it takes people 90 seconds to respond to a text as opposed to 90 minutes to respond to an email. For this reason, the ideas listed below – even though they can be used for any campaign – tend to work best with SMS marketing. As your texts contain valuable information for the start of the day, aim to send a text between 8 am and noon.



Campaigns and the retail calendar

A best practice in the industry is centering texts around the retail calendar: special holidays, milestones and occasions that bring people together and drive retail sales. Below are the 10 most important retail calendar events with recommended SMS marketing campaigns, as well as messages, timing, and targeting options. Please note that if you are a Bravo customer, text messaging through the platform is available to you with all the targeting options listed in this eBook. You can schedule recurring or ad-hoc mobile events for any time of the year, even years into the future. The tool easily segments and targets your customers based on a variety of criteria, including, but not limited to customer store anniversaries, birthdays, the first or last time they visited the store, ZIP codes and sales activity.



Topics and targeting

1. Back-to-school

The next big milestone coming up for any family is the kids being back-to-school. Back-to-school shopping starts earlier and earlier each year, with shoppers beginning their search as early as the first week of July. The shopping continues through the end of August and early September. 37% of back-to-school shoppers planned to use their smartphones, so a text message campaign can really drive traffic into your store.

When to Run this campaign: From what we've seen at Bravo so far, campaigns running from July 1st through September 15th drive the most revenue.

How to target: A possible idea is targeting Females between ages 25 and 55.

Marketing message: *"Come to [Store name] for the best back-to-school bargains this school year. 15% off calculators, instruments, and electronics. Offer valid through September 15th."*



2. Black Friday

Black Friday is the day after Thanksgiving which marks the start to the holiday shopping season for customers. They're the busiest shopping days for stores with over 137 million people shopping over the 4-day weekend. On average, shoppers expect to spend \$1,007.24 each. Of that, they'll spend \$637.67 on gifts, and \$154.53 to take advantage of seasonal deals and promotions. The rest will go for food, decorations, flowers and greeting cards. Let your customers know you're preparing for Black Friday: it will be worth it.

When to Run this campaign: Typically, prices are marked down for the four-day weekend ending on Cyber Monday (From Friday, November 29th to Monday, December 2nd). Prepare to launch your texts about a month before Black Friday (November 1st) and send reminders as the big weekend is approaching.

How to target: Target ages 18 and up and those with one or more transactions.

Marketing message: *"Don't miss out on the best Black Friday deals in [Store name]: Prepare for the Holiday Season with 20% off jewelry, electronics and sporting goods! Offer valid through December 2nd."*





3. Christmas

Christmas is celebrated by hundreds of millions of people around the world each year. America's favorite holiday is the time of family gatherings, reunions with friends, good food and giving and receiving presents. With 92% of Americans celebrating Christmas and an average holiday gift spend of \$663.96 per person, you need to make sure that your store is ready for the holiday shoppers right after Black Friday.

When to Run this campaign: Start your campaign in the first week of December and keep going until Christmas Day (between Wednesday, December 4th and Tuesday, December 24th).

How to target: Target ages 18 and up, and those with one or more transactions and transactions with a higher value.

Marketing message: *"Impress Everyone on Your List in 2019. Start getting in the holiday shopping spirit at [Store name] with amazing buy one, get one half off deals! Offer valid through Tuesday, December 24th.*

4. New Year's Day

New Year's Day is America's 4th favorite holiday after Christmas, Thanksgiving and Independence Day. With 97% of Americans celebrating and more than 107 million people travelling, it's another great occasion for you to organize a campaign around.

When to Run this campaign: Start your campaign on December 26th with an offer reminder sent out on New Year's Day.

How to target: Target customers who visited your store this past year.

Marketing message: *"We at [Store name] are thrilled to have amazing customers like you. As a sign of our appreciation, please accept this discount coupon of 15% off your purchase, valid through January 1st, 2020. Happy New Year!"*



5. Valentine's Day

More than half (53%) of all Americans went shopping this past February 14th, spending a collective \$30 billion (\$221.31 per person on average) on all manner of heart-shaped treats and experiences. With \$4.7 billion expected spending on jewelry alone, this is the time to push jewelry in your campaigns.

When to Run this campaign: Valentine's Day is Friday, February 14, 2020. Make sure to start your campaign at least around January 20th and send reminders up until Valentine's Day.

How to target: Target Males between ages 18 and 55 with transactions of a higher value.

Marketing message: *"Spread the Love this Valentine's Day with jewelry and other special gifts at [Store name] for your significant other 15% off! Offer valid through February 14th."*



6. St. Patrick's Day

St. Patrick's Day is celebrated in many parts of the world, despite its religious undertones it is among the year's most popular drinking occasions. This year, 55% of Americans celebrated the event, spending \$5.5B on all kinds of green items. This event is a great way to show your customers the fun side of your business.

When to Run this campaign: St. Patrick's Day is Tuesday, March 17th next year. Send out the initial texts about a week in advance (March 10th) and a reminder five days later.

How to target: Target a younger audience: Males and Females between ages 18 and 40, especially those with more than one transaction.

Marketing message: *"Get your Irish on at [Store name]! If you show up to the store dressed for the occasion, you'll get 5% off for each green piece of clothing you're wearing! Max discount 20%, offer valid through March 17th.*



7. Easter Sunday

Easter is a day of great religious significance for roughly 70% of Americans. The total Easter-related spending in 2019 amounted to \$18.1B. Those celebrating spent \$151 on average; with \$3.3B spent on clothing and \$2.9B on gifts of other nature. Since most of these gifts go to children, this is the perfect occasion to show the family-friendly side of your business.

When to Run this campaign: Next year's Easter is on Sunday, April 12th. Campaigns launched at least three weeks in advance (Monday, March 23rd) give your customers enough time to plan gifts and make the purchase. After the initial texts, send reminders as you deem appropriate, but make sure to follow up a week before Easter.

How to target: Target Males and Females between ages 25 and 55 with at least a transaction or more.

Marketing message: *"Up your Easter Basket game at [Store name]! Any electronics marked with an egg sticker are 20% off. Offer valid through April 12th.*



8. Mother's Day

With an expected spend of over \$20 billion on this annual tribute to mothers in the US alone, retailers often plan a long ramp up every year. Mother's Day is one of only a handful of holidays that is celebrated internationally and is one of the largest spending seasons at any time of the year. Shoppers buy for their mothers and stepmothers, but a full 35% are buying for grandmothers, sisters, friends and even daughters, effectively expanding the reach of the holiday. The jewelry spend in 2019 amounted to \$4.6 billion, which, with 86% of Americans celebrating the holiday, results in \$186 dollars spent per person. Focus on jewelry, gardening tools, consumer electronics and clothing in your 2020 Mother's Day campaign.

When to Run this campaign: Mother's Day in 2020 is Sunday, May 10th. Since Mother's Day is one of the biggest shopping events of the year, make sure to start your campaign at least a month in advance. Send reminders every 10 days to optimize conversions.

How to target: Target Males of ages 18 and up, and Females between ages 18 and 50.

Marketing message: *"Mom deserves only the very best. Surprise, amaze and delight the mothers who do it all at [Store name] with amazing discounts of 20% off on jewelry, gardening tools, electronics, and clothing!"*



9. Father's Day

Father's Day is a popular shopping day in the United States, honoring both Father's and Stepfathers alike. On average 75% of men plan to celebrate Father's Day in some manner this upcoming year, with an average of \$12B spent. Research shows that younger adults tend to have the highest spending rates with 18 to 24-year-olds spending an average over \$160 and 25-34-year-olds an average of \$158 as opposed to \$127 spent by the 34 to 44-year-olds on average.

Truth bomb: Your father probably isn't looking forward to another tie. In fact, only 19 percent of dads want any clothing or apparel at all for Father's Day.

When to Run this campaign: Father's Day in 2020 falls on Sunday, June 21st. Optimally, you would want to start your campaign at least a month before Father's Day (May 21st), but the week after Mother's Day (around May 14th) is even better. Send reminders every 10 days.

How to target: Target Males between ages 18 and 34.

Marketing message: *"#1 Dads Deserve the Best (and they have enough ties already). Come to [Store name] for 20% off Watches, Electronics and Sporting Goods. Offer valid through May 21st"*



10. Fourth of July

Fireworks and freedom: That's what America does on the Fourth of July to celebrate the country's birthday. With 47M+ Americans travelling 50+ miles from home last 4th of July weekend, it's a great occasion to promote equipment for outdoor activities in your pawnshop.

When to Run this campaign: Start your campaign around May 28th, 2020. Send a reminder on July 1st.

How to target: Target Males between ages 18 and 50, especially those with multiple transactions or transactions with a higher value.

Marketing message: *"Come to [Store name] to save big on outdoor activities this 4th of July! All equipment is 15% off, offer valid through July 4th.*



The Bottom Line

In the ever-changing world of marketing, you need to keep up with the industry trends to ensure the continued success of your business. To achieve this, you'll need to evolve too. Adopt new technology and tactics to ensure that you keep offering the most value to your customers. Make sure you have the latest tools, but don't forget: Bravo is here to help you along the way. Our customer success department is more than happy to help you set up or make the most of your text messaging efforts: just give us a call or simply [visit our website](#) and ask the Chatbot in the bottom right to connect you with a customer success department representative.

For more information, including marketing ideas, industry trends, and great tools you can use to grow and manage your business, please visit us online at BravoPawnSystems.com.

