



BRAVO'S

90 DAYS OF RETAIL

December Sample Target Marketing for Specialty Retailers



Congratulations on making it through another busy Black Friday weekend! Did you see some new faces come through? Follow up with them with text messages, emails or push notifications to encourage a repeat experience. Here are some sample messages—customize them to match your store's promotions!



SAMPLE MESSAGES

SAMPLE 1:

Thanks for visiting us!
Come back to see us before
the end of the year for 10%
off your next purchase!

SAMPLE 2:

The holidays are coming fast.
Skip the long shipping times
and get your holiday gifts
today in-store or order online
for local pick-up at [WEBSITE].

SAMPLE 3:

Oops! Need a last-minute
gift? We've got plenty of
luxury items and jewelry IN
STOCK—that means no
shipping times or waiting!

SAMPLE 4:

Whether you're shopping for
mom, dad, or dear old aunt
Carol, we've got the perfect
gift—in stock and for less!
Come back and see us!

SAMPLE 5:

Thanks for shopping with us
last week! Did you remember
to get something special for
yourself?
Come back in and take 25%
off one item—our treat!

SAMPLE 6:

Did you find the perfect gift
over Black Friday?
Come back in and get
complimentary gift wrapping
while you shop our store!

