

January

DAILY SOCIAL MEDIA PROMPTS

SUN	MON	TUE	WED	THU	FRI	SAT
					1 New Year's Day	2 Santa's Mistakes Buying Event
3 117th Congress Convenes	4 National Trivia Day	5 Hot on the floor	6 Online Reviews	7 Thursday Tip	8 Layaway Promotion	9 National Law Enforcement Appreciation Day
10 What it's Worth	11 Go LIVE today!	12 Affordable Luxury	13 Layaway Promotion	14 Thursday Tip	15 Follower Friday	16 National Use Your Gift Card Day
17 Online Reviews	18 Coins and Collectibles	19 Repost	20 Inauguration Day	21 Get to Know Your Customers Day	22 Follower Friday	23 Gold Buying Event
24 Meet our team	25 Layaway Promotion	26 Grammy Awards	27 Rare Find	28 Thursday Tip: LIVE!	29 Follower Friday	30 Pawn Loan Promo
31 Online Reviews						

"If you want something new, you have to stop doing something old."

- PETER F. DRUCKER



THIS MONTH'S QUICK WINS FOR MARKETING YOUR PAWN SHOP:

Every month, we'll offer achievable tactics that you can implement in your pawnshop for long-lasting results.

DIGITAL A new year is a great time to renew your team's commitment to **improving your online reviews!** Even if you use technology to help prompt the customer to leave a review, it's important that you demonstrate your willingness to listen to feedback. Post examples of positive customer reviews throughout your store and on your online channels!

TRADITIONAL Returning gifts is such a hassle! Host a **'Santa's Mistakes Buying Event'** at your pawnshop! January is also a perfect time to push your layaway program to build that recurring revenue while helping customers get the merchandise they want.

COMMUNITY **National Law Enforcement Appreciation Day** is January 6th. Whether it's a catered lunch or a handwritten note, consider reaching out to your local police to let them know how much you appreciate their service.

ADVOCACY New **legislators** at every branch of government take office in January. This month, take the time to find out who they are (from local city council all the way up to your members of Congress) and establish a line of communications with them by writing a note to introduce yourself and joining their mailing lists, following the tips at our website.

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