2020 HOLIDAY GIFT GUIDES



Nine ways to make your tech gift more personal

*(Tips to make holiday tech gift-giving more personal, from the team at* [*Back Market*](https://www.backmarket.com/?utm_source=pr&utm_medium=pitch&utm_campaign=personalize%20your%20tech%20gift)*)*

There will always be flashy gadgets to cover, but this year analysts are predicting that [practical tech](https://www.usatoday.com/story/tech/2020/11/07/yes-iphone-and-games-biggest-holiday-sellers-routers-tvs-too/6174727002/?for-guid=54c2bd37-2f87-4601-80d3-126560925ce4&utm_source=usatoday-Talking%20Tech&utm_medium=email&utm_campaign=narrative&utm_term=hero) will be the go-to gift. In the year where tech is keeping us connected more than ever a quality, useful device can be both a very thoughtful and useful gift. In a year where we have all developed a new understanding of what it means to be “essential” - here is a guide on how to make our essential tech a thoughtful gift for the holidays:

1. Offer to set it up : Getting grandma an [iPad](https://www.backmarket.com/refurbished-ipad-5.html?utm_source=pr&utm_medium=pitch&utm_campaign=holiday%20gift%20guide) or [Show](https://www.backmarket.com/tested-and-certified-used-amazon-echo-show-1st-generation-smart-bluetooth-speaker-black/69304.html?utm_source=pr&utm_medium=pitch&utm_campaign=holiday%20gift%20guide#?l=2) so you can easily drop in for a chat? Make sure you schedule some time to get it properly set up, so that your gift doesn’t become an added source of stress or irritation.
2. Add some memories : If you’re not able to safely visit your giftee’s home, consider adding some of your favorite pictures or music ahead of time.
3. Make some digital purchases : Consider buying your brother a couple books for his new [Paperwhite](https://www.backmarket.com/refurbished-amazon-kindle.html?utm_source=pr&utm_medium=pitch&utm_campaign=holiday%20gift%20guide) or a few movies to dive into on the [projector](https://www.backmarket.com/refurbished-video-projectors.html?utm_source=pr&utm_medium=pitch&utm_campaign=holiday%20gift%20guide).
4. Create fun ways to connect : Create a [step competition](https://www.backmarket.com/refurbished-fitbit-watch.html?utm_source=pr&utm_medium=pitch&utm_campaign=holiday%20gift%20guide) among the family, or a weekly [baking night](https://www.backmarket.com/refurbished-small-appliances.html?utm_source=pr&utm_medium=pitch&utm_campaign=holiday%20gift%20guide#category_3=Stand%20mixer) with your friend.
5. Install games you think they’ll love. Or that you can play together, even when you’re apart, like Words with Friends. Schedule some days to play in your calendar.
6. Make them a Spotify playlist to go with their new smartphone.
7. Book club: Download an audio book (or two) you can both listen to together.
8. Personalize: Draw them something and put it up as their phone’s wallpaper. Or record them a special ringtone.
9. Wrap it all up with a bow: A little effort on gift wrapping or writing a personalized note goes a long way. Isn’t opening a gift half the fun?

Back Market (the online marketplace focused exclusively on selling professionally refurbished electronics) has a wide range of electronics that offer value for our wallet, and the planet, an increasingly important sentiment most of us appreciate.

As you provide ideas for gift-giving and smart spending this holiday season we hope you’ll consider Back Market. We’ve also compiled a [gift guide](https://drive.google.com/file/d/1Lnu-AWgWd3b4OuSNAbM-bTmaLHnNW_ot/view?usp=sharing) that demonstrates the range of products you can find – from speakers and laptops to air-fryers and underwater drones.

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