



DIGITAL
MARKETING
COMMUNITY

Killer Tips to Scare Up Sales Halloween!






WHOA!

The Halloween shopping season is in full swing...

For many of marketer, this holiday can make fall a scary season. To help you stay ahead of the holiday madness, Digital Marketing Community brings you these tips and tricks you can use to get ahead of the frenzy.

The core goal of this guide is to learn you how to engage—and terrify— your audiences in fresh and unexpected ways and to take advantage of the scariest day of the year; **Halloween**



HALLOWEEN

Shopping Insights
A Quick Glance



Halloween Shopping Insights

A Quick Glance

68%

American Who plan to
celebrate Halloween This Year

25%

Americans who plan to shop
online during this Halloween



\$86.27

The expected average
spending per person

\$8.8 Billion

The total expected spending
in Halloween 2019

Top Planned Spending in 2019

(Average per Person)



Costumes



Decorations



Candy



Greeting Cards

HALLOWEEN

Halloween Marketing
Tips & Tricks





01 Being the Early Bat

It has become common that some people are making their wish lists and shopping lists earlier than ever. Thus, to get the edge on early sales, you need to prepare and start Halloween promotions as early as you know that your customers will start responding.

But if you don't want to bring up everything too soon, try sending promotional emails to remind your customers of visiting your store on the big day to hunt the deal or send gift cards to your buyers 2-3 weeks before Halloween which will become valid on Halloween week.

37% of Americans planned to start Halloween Shopping before October



Source: NRF's Annual 2019 Halloween Spending Survey



Halloweenize Your Products/Services



If your store doesn't sell Halloween stuff and even if your business isn't spooky, you should still "Halloweenize" your products/services to get into the Halloween spirit...

Guess why do offline retailers spend billions annually on in-store display for special events?

Because shoppers are much more lavish and most willing to pay real money when being emotionally affected!

For online retailers, they can try placing Halloween symbols to their brands, designing some thrilling things such as:

- Spooky welcome coupon pop-up,
- Header bar includes CTA,
- Scary banner on homepage slider,
- Crazy registration form, etc.





03 Design a Halloween-themed Logo

This is probably one of the most popular things marketers would think of during the preparation for Halloween sales.

Using your own blend of spooky and funny designs can show your customers that you are in the holiday and encourages them to visit your store throughout the season.

Use some elements to the brand logo such as spooky pumpkin, bats, witches, haunted house, etc. to catch the Halloween spirit and your visitors' attention.





04 Send Halloween-themed Emails

Email marketing is still a very powerful way to increase your conversions. It's 40 times more effective than at acquiring new customers than Facebook, Instagram or Twitter.

Promote your Halloween offers by email so that customers will flock your website for Halloween discounts.

Don't forget to decorate your emails by adding a festive touch to your newsletters or promotional emails. Make sure your email template is Halloween-themed to make a great impact in terms of sales and brand awareness.





05 Create a Spooky DIY Video

Halloween offers you the opportunity to get spooky about your products/services and take inspiration from the masters of scary movies, of course, with your own humorous or innovative twist.

Halloween also is one of the most frenzy times of the year for DIY videos. Halloween tutorials and How-tos are incredibly effective content, especially in video form, which has a great chance to be shared, clicked, and saved.

You can make such videos even more successful by adding extra meaning to the tutorial, like the emotional appeal of using recycled goods to save the planet.

Make sure to use terms like “DIY” to increase your opportunity in social media search results, and mention if it’s kid-friendly, as well.



06 Go Social!

Social media is a must for Halloween.

Although online search remains the top source of Halloween inspiration, social media inspiration has increased across several platforms since 2015.

Let the Halloween spirit take over your social media accounts! Post Halloween-themed images, stories, and messages you are sure to grab many likes and shares from your Halloween-obsessed fans.

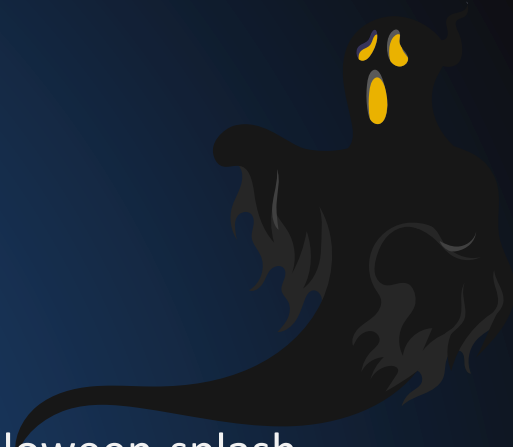
Halloween Purchases' Inspiration from Social Media



Source: NRF's Annual 2019 Halloween Spending Survey



07 Offer Scary Deals and Discount



Whatever your products or services, consumers love deals. A simple way to make a Halloween splash on your website or social media is by holding a fun, gamified online promotion that can boost user engagement and conversions.

Try to launch a new product line, run a limited time offer, or offer a promo code that themed to Halloween season. Also, try to design a spooky welcome popup coupon that appears when a customer first enters your store to impress them with a catchy Halloween captivating message copy.

If your budget is too tight to hire a designer, or e-gift card and coupons using MailChimp templates, try using some free tools, such as:

- Canva
- Adobe Spark
- GraphicSprings
- Venngage





Never Forget the Power of Hashtags

During Halloween, you should have fun with hashtags; it's an easy way to track interaction with your brand's specific traffic!

A hashtag contest is the simplest way to gather user-generated content, raise brand awareness and reach new audiences. Moreover, people who participate in UGC campaigns are more likely to become customers in the future.

Try to use some popular hashtags such as #Halloweendeals, #Halloweensales, #HalloweenCostumeInspiration, #trickortreat, or #halloweenhair to make your posts more reachable.

It's better to come up with a clever, memorable hashtag phrase (Keep it short) and unleash it on your social media followers with some incentive (EX: prizes or a contest).

***"Having at least 1 hashtag
can increase engagement
by up to 12.6%"***

AdEspresso





Host a Special Event or Competition



One of the most effective Halloween Marketing strategies would be hosting a Halloween event or competition.

A little rivalry is automatically appealing to a lot of people, many of whom are ready to prove themselves. Hosting a Halloween competition on social media is a great trick to boost engagement, build brand recognition, and even drive more leads.

Try to go further more than hosting a costume party; do something a little more creative. For example, if you are a nail salon, maybe hosting the Halloween themed nail art lessons would be great. If you are a makeup studio, do the same with the costume-themed Halloween makeup.

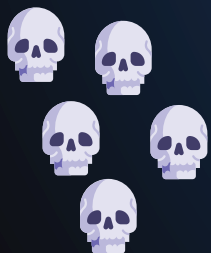




10 Think Out of the Grave

Whatever your industry or whoever your demographics, don't stick to the same old Halloween style. Get creative with your Halloween marketing campaigns, and use strategies that are the same. Sometimes the classic tricks are going to be the best ways to get the best results.

Be innovative and come up with your own blend of spooky and funny marketing tools. The most significant thing is to stand out and help your consumer base have a good time during this awesome holiday.





DIGITAL
MARKETING
COMMUNITY

Our vision is to be the largest community for digital marketing professionals worldwide, which gathers all the parties of the industry in one place.

Vision

2019

Now We Are

Digital Marketing Community “DMC” is the first and largest integrated community for digital marketing professionals worldwide.

Mission

Our mission is to inspire and educate people on “How to win at business and life in the digital world”.

Our Big Launch

Our journey started in 2016 with a goal to be the online hub that brings together all of the digital marketing opportunities for individuals, agencies and digital enterprises.

2016