TIPS AND TRICKS TO AVOID A HALLOWEEN MARKETING HORROR STORY

Halloween preparations can make fall a scary season for email marketers. Fortunately, by following the tips below, marketers can tackle spooky challenges that accompany this holiday head on and avoid a Halloween horror story.

Get A-Head of The Spooky Frenzy and Plan Early

With consumers expected to spend $9.1 billion this Halloween, early preparation is key in order for retailers to capitalize on this frighteningly good marketing opportunity. Start early by establishing a holiday strategy with creative themes, seasonal merchandise and services.

THROW AWAY THE TRICKS TO TREAT YOUR SUBSCRIBER

Instead of playing tricks, treat subscribers to special Halloween promotions. Offer special discounts and coupons unique to the Halloween season.

SPOOKTACULAR SAVINGS

Save 50%

SAVE $5

10% OFF

AVOID THE SPOOKY SPAM FILTER

Monsters should be the only thing hiding under the bed this Halloween. Eliminate unnecessary links, graphics and trigger words (like cheap or opportunity) to keep your emails from hiding in the spam filter.
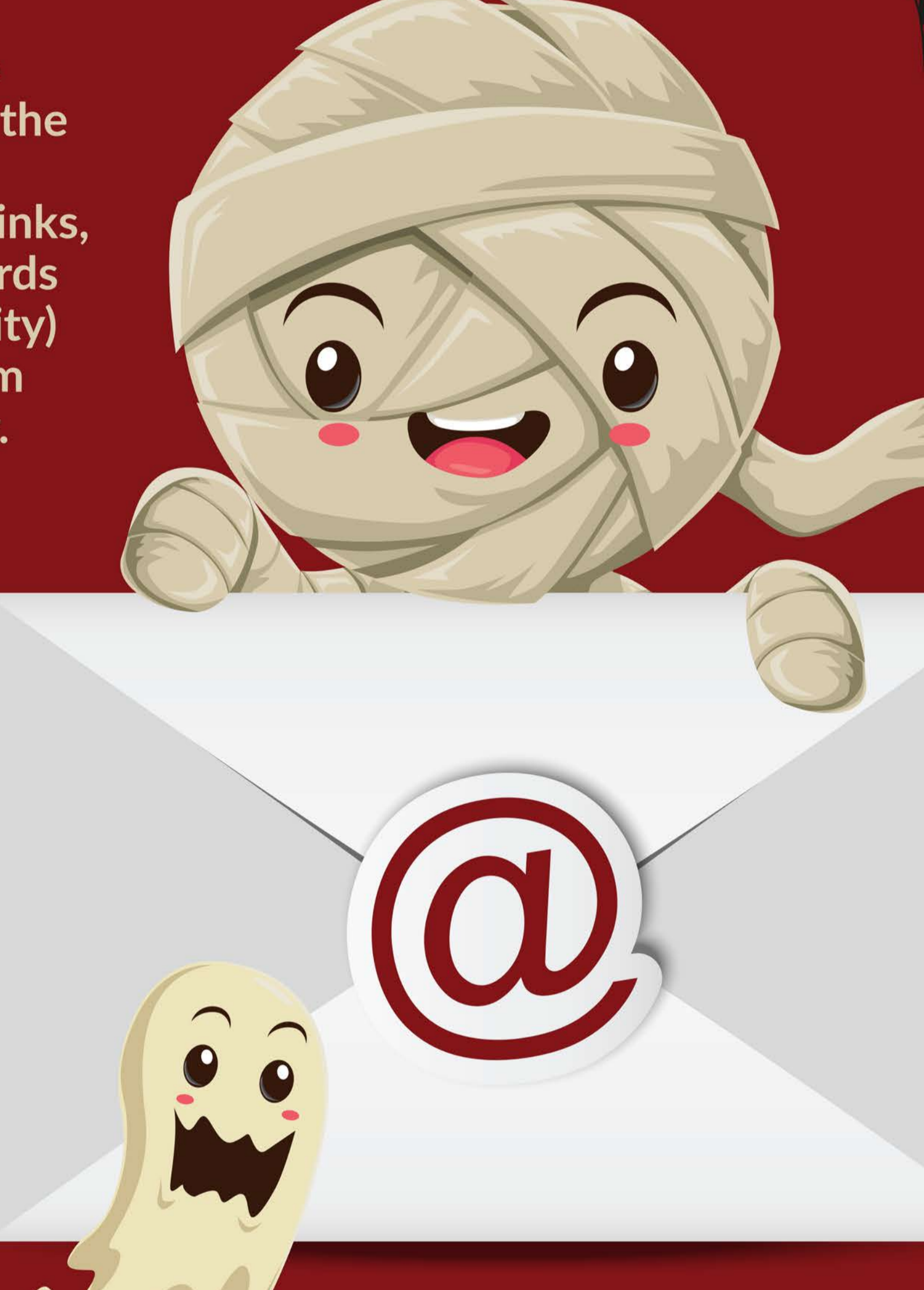
POLISH SUBSCRIBER LISTS TO AVOID DEAD ENDS

A solid email list will help your business' chances of having email campaigns delivered. Spend time cleaning up your contact list ahead of Halloween. Remove any bounces; doing so will help improve your email metrics.

R.I.P.

BOOst CREDIBILITY BY ENSURING EMAILS ARE PROOFREAD

With 33% of marketers finding spelling and grammar mistakes to be their biggest fright in email marketing, be sure to proofread for spelling and punctuation before sending an email.

campaigner®
EMAILS INTO REVENUE