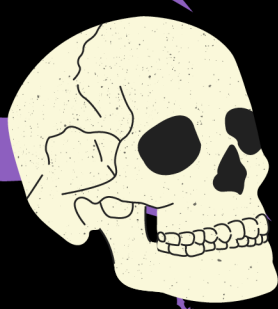


7

Spooktacular Ways to Increase Your E-Comm Sales This Halloween



70%



of Australians reported discovering Halloween-related products through social media platforms like Instagram and Facebook, making these channels key for driving Halloween-themed marketing campaigns.

1.

Haunting Marketing Campaigns

Create Halloween-themed campaigns with eye-catching visuals, fun fonts, and spooky slogans.

🎃 Example:
“Don’t Ghost Us – Shop Now for Limited-Time Treats!”

2.

Optimised Website for Halloween

Add popular keywords like costumes, decorations, and trick-or-treat supplies.

🎃 Example:
Create a Halloween landing page featuring seasonal bestsellers.

3.

Spellbinding Discounts

Offer limited-time promotions like flash sales, discounts, and bundle deals.

🎃 Example:
“Get 30% off all costumes for 48 hours!”



4.

Engaging Halloween Content

Share blog posts, video tutorials, and how-to guides featuring your products.

🎃 Example:
DIY costume tips or spooky decoration ideas

5.

Social Media Magic

Use Instagram, Facebook, and TikTok to showcase Halloween products.

🎃 Example:
Run contests like “Best Costume Photo” to increase engagement.

6.

Spooky Email Campaigns

Send Halloween-themed emails with exclusive offers and new arrivals.

🎃 Example:
Include countdowns for limited-time sales to create urgency.



7.

Personalised Product Recommendations

Use customer data to recommend Halloween products based on past purchases.

🎃 Example:
Suggest matching accessories to previous costume buyers.

Make this Halloween a success with creative campaigns, engaging content, and personalised offers!

Contact us today to learn more.

