CHECKLIST

FOR YOUR

HALLOWEEN
PROMOTION

Ask yourself these 10 questions before you begin creating your promotion!

- ☐ **1** What's the main goal for this Halloween campaign?
- ☐ **2** Who do I want to reach/influence with this campaign?
- ☐ **3** Which strategy and actions will I carry out to reach the goal?
- ☐ **4** What will the requirements for participation be?
- ☐ **5** Which type of promotion / application is ideal?
- ☐ **6** Which extra features and functions do I need to complete the promotion?
- ☐ **7** Which type of experience/story/reward will I offer in return for participation?
- ☐ **8** What do I need to create the promotion?
- ☐ **9** How will I select the winner or winners?
- ☐ **10** How will I track the campaign and analyze the results?

Do you want more clues on these 10 questions?

Below we give you more specific details regarding the points and features you should keep in mind for each of the 10 questions to run a successful Halloween promotion.
Do not leave any questions unresolved!

1 What's the main goal for this Halloween campaign?
Define the general goals that you want to achieve with this Halloween promotion:

- 🕯️ Foster customer loyalty.
- 🦴 Increase number of followers/fans.
- 👁️ Increase brand awareness.
- 🧟 Get new leads.
- 🎃 Obtain user generated content.
- 🕯️ Educate and entertain.
- 🧪 Do market research.
- 🎃 Attract traffic to the point of sales and/or to the website.
- 🕸️ Increase sales and/or conversion.

2 Who do I want to reach/influence with this campaign?
Define the target while keeping in mind these aspects:

- 💀 What is Halloween and who is it targeted at?
- 💀 Which one of my products or services is best suited for this holiday?
- 💀 Who is interested in this type of products or services?
- 💀 Which social networks does our target audience use?
- 💀 What are their preferences?

3 Which strategy and actions will I carry out to reach the goal?

- **Define the main action of the strategy:**
  A website, a promotional video, a promotional app with a contest
  or sweepstakes, an offline event etc.
- **Define the elements / media that will support the promotion:**
  Banners and sliders, email sendouts, additional material like e-books,
  in-app messages, posts on social networks, widget in website/blog,
  offline material, remarketing actions etc.

4 What will the requirements for participation be?

Establish the requirements that the users will need to meet in order to be able to participate in your Halloween promotion, for example: country, languages of the promotion, participation period, minimum requirements to enter the prize draw, mentions in the comments of the posts, mandatory to upload graphic material like a photo etc.

5 Which type of promotion / application is ideal?

Select the application to configure the Halloween promotion according to the goals set out previously:

-Foster customer loyalty → Distribute Coupon Codes app, Redeem Codes app, Validate Receipts app, Instant Win app, Spin the Wheel app, Product Recommender app.

-Increase number of followers/fans → Instagram Giveaway app, Twitter Giveaway app, Multi-Network Giveaway app, Entry Form Giveaway app.

-Increase brand awareness → social media giveaway apps, Multi-Network Giveaway app, Tournament Bracket app, game apps, Personality Quiz app, Refer a Friend app.

-Get new leads → apps with registration form: Entry Form Giveaway app, contests, games, quizzes, Multi-Stage apps.

-Obtain user-generated content → Photo Contest app, Video Contest app, Hashtag contest apps, Writing Contest app, PhotoFun and Scenes apps.

-Educate, entertain & engage → Survey, Knowledge Quiz app, Timed Quiz app, Multi-Round Predictions, game and Multi-Game apps, Tournament Bracket app.

-Do market research → Survey, Knowledge Quiz app, Pick your Favorite app.

-Attract footfall to the point of sales and/or to the website → Distribute Coupon Codes app, Redeem Codes app, Validate Receipts app, Product Recommender app, Spin the Wheel.

-Increase sales and/or conversion → Spin the Wheel app, Distribute Discount Codes, Redeem Codes app, Validate Receipts app.

6 Which extra features and functions do I need to complete the promotion?

Once the requirements have been defined, you should identify the necessary elements to support the Halloween promotion: Connect the promotion to the CRM, need for photo gallery, integration with social networks, integration with Mailchimp or others, etc. For more information, click here.

7 Which type of experience/story/reward will I offer in return for participation?

Decide on the unifying thread of the Halloween promotion and how to incentivize the participants. For example:

- 💀 **Sales pitch and slogan:** Spooky special offer, treat without tricks, don't be scared and come visit our store…

- 💀 **The prize or reward:** Special Halloween gift basket, raffle tickets to Halloween show, gift basket with orange and black products, discount on the next purchase…

- 💀 **Design and Halloween related creatives:** Funny gifs, image with Halloween details…

8 What do I need to create the promotion?

Creating and configuring the Halloween promotion with Easypromos is just that… easy! You just need to take into account:

- 🦴 **Size of creatives and define copy.**
- 🦴 **Dates of the promotion.**
- 🦴 **Languages and countries.**
- 🦴 **My Networks layer.**
- 🦴 **Sharing section and viral image.**
- 🦴 **Emails platform.**
- 🦴 **Terms and conditions.**
- 🦴 **Integrations.**
- 🦴 **Menu with Halloween icons (available in Premium design template).**

9 How will I select the winner or winners?

There are many options to how to select the winner. You should always include how the winner is selected in the terms and condition of your promotion, act accordingly and announce the winner adequately. The communication should follow the unifying thread of the whole promotion.

10 How will I track the campaign and analyze the results?

Use the statistics you have available in the platform to analyze the results of the campaign. Follow it day by day and compare the results with similar campaigns or with last year's Halloween campaign to be able to make a good evaluation. If you have included UTM's in the links to the campaign, you can obtain even more relevant data from the statistics section because your sources will be identified more detailed.