

# HALLOWEEN PROMOTION

## Email Contents & Distribution Schedule

No.	Date (2017)	Email	Time	Design
1	Monday 23rd	Announcement	6:30 EST	Yes
2	Tuesday 24th	Product Suggestion	6:30 EST	Yes
	Skip Wednesday			
3	Thursday 26th	7 Horror Snacks	6:30 EST	Yes
4	Friday 27th	Count the Puns	6:30 EST	Yes
	Skip Saturday			
5	Sunday 29th	10 Horror-ble Jokes	6:30 EST	Yes
6	Monday 30th	7 Bootiful Kids	6:30 EST	Yes
7	Tuesday 31st	Deadline #1	6:30 EST	Yes
8	Tuesday 31st	Deadline #2	3:00 EST	Yes

## Promo Codes

No.	Code	Discount
1	FREAKY13	13% OFF (storewide)

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**EMAIL 1**

Date: Monday 23rd

Design Brief: Email header and banner

**Subject line 1:** Too Soon? Inappropriate announcement...

**Subject line 2:** [Boo!] FangTastic announcement for Halloween...

Ever seen Easter Eggs on sale a few days after  
Christmas?

What's your take on that?

Too soon?

Well...

Try this on for size!

With 9-days out from Halloween, we wanted to get in early  
and give you a 10% Storewide Discount

But we changed our mind.

In true Halloween spirit, we're changing the discount to

**“13”**

Ooohhhhh!

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<Image>

Get Lean & Mean with Thirteen!

Take 13% OFF for Halloween

Checkout Code: FREAKY13

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[13% OFF To Get Lean For Halloween](#)

Checkout code: **FREAKY13**

There's no trick - Just a treat!

Sink your teeth into this while you can!

This spell ends on Halloween night!

Oh boy, can you count how many puns are in this message?

Beware - I'm just warming up...

(You'll see)

Catchya tomorrow...

[Get Lean & Mean for Halloween](#)

Checkout code: **FREAKY13**

[signoff]

## EMAIL 2

Date: Tuesday 24th

Design Brief: Email header, banner and 6 x product banners

**Subject line 1:** [13% OFF] Get Lean for Halloween

**Subject line 2:** Take 13% OFF to Get LEAN for Halloween

I'm messaging all my ghoul-friends about our [13% Halloween discount](#)

Checkout Code: **FREAKY13**

It's time to get LEAN & MEAN for Halloween!

Don't be one of those "I'll-do-it-later" types.

Start cutting weight BEFORE the Attack of the TREATS!

### SAVE 13% on one of our 3 BEST SELLERS

[Image with "SALE"] <b>Product 1</b>	[Image with "SALE"] <b>Product 2</b>	[Image with "SALE"] <b>Product 3</b>
[Image with "SALE"] <b>Product 4</b>	[Image with "SALE"] <b>Product 5</b>	[Image with "SALE"] <b>Product 6</b>

[Take 13% OFF Storewide for Halloween](#)

Checkout Code: **FREAKY13**

Give your bathroom scales a SHOCK by losing pounds before Halloween!

[Sign Off]

P.S. Tune in tomorrow to see my 10 Fav Healthy Halloween Treats to DIE FOR!

[Sink your teeth into this 13% OFF](#)

Checkout code: **FREAKY13**

**EMAIL #3**

Thursday 26th

Design Brief:

Header, Banner, Images (provided below)

**Subject line 1:** 7 Healthy Horror Snacks to FREAK OUT Kids at Halloween!

**Subject line 2:** 7 Freaky Food-Pics to Shock Kids Stomach's At Halloween

Who said healthy snacks at Halloween were lame??

Not at these households!

Wrap your fangs around these treats with the money you'll save from our

[13% OFF Storewide Halloween Sale](#)

Checkout code: **FREAKY13**

Enjoy these pics...

## **7 Healthy Horror-Snacks to FREAK OUT Kids At Halloween!**

1.



2.



3.



=====  
INSERT PROMO IMAGE>

Get Lean & Mean For Halloween!

Take 13% OFF for Halloween

**Checkout Code:** FREAKY13

Expires Halloween 31<sup>st</sup> October

=====

[Shop now! 13% Off Storewide](#)

Checkout Code: **FREAKY13**

4.



5.



6.



7.



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INSERT PROMO IMAGE>

Get Lean & Mean For Halloween!

Take 13% OFF for Halloween

**Checkout Code:** FREAKY13

Expires Halloween 31<sup>st</sup> October

=====

[Shop now! 13% Off Storewide](#)

Checkout Code: **FREAKY13**

Stay Boooo-tiful!

<Sign Off>

Email #4

Friday 27th Oct

Design Brief:

**Subject line 1:** Count the puns in this '13% OFF' Halloween Email

**Subject line 2:** [Test] How many puns can you 'count' in this doozy?

Can you count the number of Halloween puns here?

Beware!

If you feel like death warmed up and waaay off track from your fitness ghouls...

Maybe it's time for a coffin break and listen to Smashing Pumpkins on your eyePod?

For me? I'm buried in all the B-Positive replies from our [Monstrous 13% OFF 'Get Lean For Halloween' Promotion](#)

Checkout code: **FREAKY13**

It's left our other promos for dead!

Share it with your Mummy!

Witch product will you buy?

The <insert product name> is my fav!

It's fangtastic value!

It kills all cravings, gives the energy to revive a zombie, and burns fat without looking like a skeleton.

It's time to FREAK OUT your soulmate and show how Bootiful you really are!

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INSERT PROMO IMAGE>

Get Lean & Mean For Halloween!

Take 13% OFF for Halloween

**Checkout Code:** FREAKY13

Expires Halloween 31<sup>st</sup> October

=====

[I hope you bite at this amazing 13% OFF discount!](#)

Checkout code: **FREAKY13**

There's a lot at stake if you don't.

Share it with your ghoul friends too!

Deadline ends in just 5 days!

Be sure to wrap your fangs around this...

<sign Off>

P.S. You'll be spellbound when your package of supplements mysteriously turns up at your door. Order today...

[13% Off Storewide! Shop till you drop](#)

Checkout Code: **FREAKY13**

**Email #5**

Sunday 29th Oct

Design Brief: Header, banner, 10 x images included

**Subject line 1:** 10 Utterly Horror-ble Halloween Jokes (#6 is will leave you in tears)

**Subject line 2:** 10 Cringeworthy Halloween Jokes (#6 is will leave you in tears)

These Halloween puns will be the death of me ;)

So I had to unlock the vault in true spirit of our [Monstrous 13% OFF Halloween Special](#)

Checkout Code: **FREAKY13**

### 10 Utterly Cringe-Worthy Halloween Jokes

1.

**Q: Why don't Mummies take time off?**

A: Because they're afraid to unwind

2.

**Q: What's an optimistic vampire favorite drink?**

A: B-Positive

3

**Q: Why didn't the skeleton go to the dance?**

A: Because he had no body to go with

4.

**Q: Why are ghosts terrible liars?**

A: Because you can see right through them

5.

**Q: Where does a werewolf sit in the cinema?**

A: Anywhere he wants

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INSERT PROMO IMAGE

48-HOUR DEADLINE

Get Lean & Mean For Halloween!

Take 13% OFF for Halloween

Checkout Code: FREAKY13

Expires Halloween 31<sup>st</sup> October

=====

[Shop now! 13% Off Storewide](#)

Checkout Code: **FREAKY13**

6.

**Q: What do you get if you leave a skeleton on a sunbed?**

A: A Skele-Tan

7.

**Q: Why do vampires avoid Applebees on Tuesdays?**

A: Because it's stake night

8:

**Q: What happened to the lady who didn't pay her exorcist?**

A: Her house was repossessed.

9.

**Q: Why do most monsters have low IQs?**

A: Cos they were too ghoul for school

10:

**Q: Knock, Knock - Who's there? Phillip. Phillip who?**

A: Phillip my bag with candy

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INSERT PROMO IMAGE

48-HOUR DEADLINE

Get Lean & Mean For Halloween!

Take 13% OFF for Halloween

**Checkout Code:** FREAKY13

Expires Halloween 31<sup>st</sup> October

=====

[Shop now! 13% Off Storewide](#)

Checkout Code: **FREAKY13**

What was your favorite?

Stay Booo-tiful !!

<sign off>

**Email #6**

Monday 30th Oct

Design Brief: Header, Banner, 7 images included

**Subject line 1:** 7 Parents who NAILED IT with their kids Halloween costumes

**Subject line 2:** 7 kid Halloween pics that will give you goosebumps!

Number 4 had me in tears! LOL!

Hey Ghoul-Friend!

This is a 24-Hour DEADLINE for our

[13% OFF 'Get LEAN For Halloween' SALE](#)

Checkout code: **FREAKY13**

I thought I'd flick you these 7 BOOO-TIFUL Kid Pic's from Parents Who NAILED IT with their costumes...

(#3 is just WRONG, ha)

Let's start...

1.





2.



3.

=====  
INSERT PROMO IMAGE

24-HOUR DEADLINE  
Get Lean & Mean For Halloween!  
Take 13% OFF for Halloween  
**Checkout Code:** FREAKY13  
Expires Halloween 31<sup>st</sup> October  
=====

[Shop now! 13% Off Storewide](#)  
Checkout Code: **FREAKY13**

4.



5.



6.



7.



=====  
INSERT PROMO IMAGE

24-HOUR DEADLINE  
Get Lean & Mean For Halloween!  
Take 13% OFF for Halloween  
**Checkout Code:** FREAKY13  
Expires Halloween 31<sup>st</sup> October  
=====

[Shop now! 13% Off Storewide](#)  
Checkout Code: **FREAKY13**

Only 24-Hours LEFT till this discount is BURIED!!!!

<sign off>

**Email #7**

Tuesday 31th Oct - 6:30am

Design Brief: Header, Banner, 6 x Product Images (same as email #3)

**Subject line 1:** Forget Ghosts, BEWARE of today's deadline!

**Subject line 2:** [Quick] The Spell of 13% ENDS TONIGHT

You must really hate discounts, because...

After today, [your monstrous 13% Halloween Discount will be buried!](#)

(Checkout code: **FREAKY13**)

Then a new curse called, "Full Price", will sweep across the land.

And anyone who did not drink the "Magic Elixir of 13%" today, will be struck with regret.

Not sure why you haven't acted on our Halloween promotion yet?

Maybe someone has a Voo-Doo on your email?

In the true spirit of Halloween, consider it now lifted!

Let's ship some healthy fat burners your way today!

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INSERT PROMO IMAGE

FINAL DEADLINE

Get Lean & Mean For Halloween!

Take 13% OFF for Halloween

**Checkout Code:** FREAKY13

Discount dies tonight!

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[Keep your Discount ALIVE before it ends tonight](#)

Checkout code: **FREAKY13**

Wrap your fangs around one of these specials!

[Image with "SALE"] <b>Product 1</b>	[Image with "SALE"] <b>Product 2</b>	[Image with "SALE"] <b>Product 3</b>
[Image with "SALE"] <b>Product 4</b>	[Image with "SALE"] <b>Product 5</b>	[Image with "SALE"] <b>Product 6</b>

[Last Day to Keep your 13% Discount ALIVE](#)

Checkout Code: **FREAKY13**

<sign off>

Email #8

Tuesday 31st Oct - 3:00pm  
Design Brief: Header, Banner

**Subject line 1:** [Goodbye] 13% OFF is buried tonight

**Subject line 2:** [Final Reminder] 13% Disappears Tonight!

Sorry - It's been a hoot, however...

**This is the LAST email you'll get about this...**

[Keep your 13% Discount ALIVE in these final hours!](#)

Checkout Code: **FREAKY13**

At the strike of MIDNIGHT, your discount won't turn into a pumpkin...

Instead...

It'll dissolve into digital-dust and be swept with the broom to the Discount-Graveyard.

Gone forever!

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INSERT PROMO IMAGE

FINAL CHANCE

Get Lean & Mean For Halloween!

Take 13% OFF for Halloween

**Checkout Code:** FREAKY13

Discount dies tonight!

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[Keep it alive by using it NOW! Last Chance!](#)

Checkout Code: **FREAKY13**

<Sign Off>

P.S. After tonight everything in the store will be back to FULL PRICE

[Last chance! Let's go out with a BANG!](#)

Checkout Code: **FREAKY13**