

50 Halloween Promotional Ideas to scare up more opportunities



1. Put something spooky in your companies logo
2. Make a list of the best Halloween parties in your area
3. (for makeup consultants) Offer to give people scary faces
4. Sell special Halloween versions of whatever you sell
5. Give out bags (or pillowcases) with your logo on them (for candy)
6. Bundling products together is a great way to sell items during the Halloween shopping season and attract curious site visitors. As an example, a specialty food supplier might offer Vampire Survival Kits that include a selection of pastas and garlic-rich sauces shipped with wooden bowls and stake-shaped utensils
7. The easiest one of the bunch is the ability for restaurants to come out with seasonal specialties. Pumpkin soup, apple cider beef stew, pumpkin chili... you get the idea.
8. **Sell Halloween Themed Products-** A hardware store in Omaha, Nebraska, takes the Halloween theme to extreme this year by selling products to help consumers “zombie-proof” their homes even going so far as to create a “Zombie Preparedness Center” on their website. This unusual Halloween marketing idea has created so much buzz that even national media are talking about them.
9. Run a best-costume contest on your website
10. Give out candy with your company logo on it
11. Write a blog post or article about Halloween
12. Send all of your favorite people (aka customers) candy
13. Hold a drawing for a free Halloween costume
14. Play scary music at your store or on your website
15. **Make Your Place a Trick-or-Treat Stop-** Pizzerias (or any business) can invite the public to visit your business on Halloween to receive a special “treat” and get a picture taken with your mascot (a costumed employee). You can then e-mail them a copy of their photo. Of course, you will need to get their email address to send them the photo and in doing so, you will be building your database so that you can email them throughout the year.
16. **Give Away Halloween-Related Freebies-** Want to get more traffic to your website? Then give away Halloween themed freebies such as pumpkin carving templates, Halloween costume ideas, or



Halloween party planning tips. Make your freebie appropriate to your business. Invite visitors to sign up for your email newsletter to receive more valuable freebies.

17. **Scary Deals for Great Customers**– Send out spooky invitations and emails to your best customers for a private sale. Enjoy some witch’s brew and caramel apples while giving them the scariest sale prices you can conjure up.

18. Hold a competition for the best decorated house

19. Make special Halloween business cards

20. Put a sign that says you give out candy in front of your store

21. Put monster feet out on the sidewalk that go to your business



22. **Ghost Hunting**– Partner with other local businesses to host a ghost hunting adventure to encourage people to shop your local area while searching for ghosts that offer special prizes and savings. This opportunity offers a good mix of retailers, and you have a full day of activities for your customers.

23. **Sweeten the Cauldron**– Have a never-ending cauldron of treats to thank customers for their business near the checkout, and attach a ticket for a future holiday shopping discount.

24. **Midnight Madness**– Stay open late, beyond the last candy trickster and offer amazing deals at the stroke of midnight. It’s a great way to clear inventory and make space for the biggest holiday season of the year.

25. Lay out skeletons with their fingers pointing toward your store

26. Give out free pumpkin carving kits at your business

27. Create a “haunted business” to draw people in

28. Hold a contest for the “best ghost story” on your website

29. Send a Happy Halloween email to your subscribers



30. **“Thank You” Treat Boxes** – Send your best customers treat boxes with thank-you notes that, accordingly, thank them for their business. Make sure you have a Halloween theme (“fang” you for your business?) and pack your box with relevant “treats” – candy, gift certificates for dinner, etc., as well as a discount from your own establishment.

31. Have your company tell ghost stories at local hospitals

32. **Go black & orange** – Decorate your restaurant in black and orange. Visit a dollar store for inexpensive items you can use to put some Halloween flair around. If you have a window display, you can go all-out creative. Be sure to find cute centerpieces or table decoration—they can be as simple as pumpkin-colored candles. Small pumpkins and gourds make great centerpieces and last a long time.

33. **Host a party** – Halloween parties are fun. Host a costume party or a pumpkin carving or pumpkin decorating party. If you run a kid-friendly place, have a coloring contest. Bring in a face painter or a balloon artist. Hire a local storyteller or fortune teller to tell stories or read palms in your lobby or waiting area.

34. Replace your “About Us” photos with in-costume versions

35. Write a collection of ghost stories to post on your website

36. Write a list of safety tips to hand out in your neighborhood

37. Make and giveaway a calendar of holiday season events

38. Send out a few dressed up employees to give away candy
39. **Wear costumes** – You and your staff can dress up for Halloween, too. How cool would it be if your server is a Mummy, a Pirate, a Vampire or a Princess even? Send a couple of your staff members out on sales calls to local businesses the week before Halloween inviting them to your party or to sample a special Halloween menu. Have the chef make Halloween treats for them to take along on the calls.
40. **Create a special menu** – Special menus are fun. Usually, you can take your regular menu and spice up the names of your dishes to give them Halloween flair. Odds are your chef can come up with some great ideas, too.
41. Make special coupons valid only on Halloween-eve
42. Instead of candy, give out coupons to the parents
43. **Partner up** – Partnering with a fellow business can be a win-win for both of you. Partner with a costume shop and give away each others coupons. You could give all your diners discount costume rental coupons and they could give their customers coupons for a free appetizer with dinner purchase. You can do similar deals with party supply stores, local Haunted Houses or Corn Mazes, "haunted" or paranormal tour companies, even candy stores or ice-cream shops. Alternately, you can promote your favorite non-profit. Perhaps you give them a dollar for every person who comes in on Halloween for every purchase of a special menu item (maybe a special dessert or drink, or even a special prix fixe menu.)
44. **Pump up the PR** – Send a press release to the local media as well as to your partners telling them about whatever you are doing for Halloween. Post notices on your website and your Facebook pages, Tweet about it and send an email blast to your mailing list. You can also pre-sell your events by having flyers on your tables or in your store a couple of weeks in advance.
45. **Business Cards** – Simple Idea to spread your Name: Give out little bags of candy that include your business card.
46. Hold a Halloween party for clients and associates
47. **Place scary clues all over town that lead to your business**
48. Carve your company logo into a pumpkin
49. Write a list of costume ideas and post it online
50. Offer to send candy to anyone who signs up for your blog / newsletter

