



Email Blasts

Marketing for your Halloween party may start months in advance. Attendees may forget some of the details of your event or even forget they have a ticket to your party. That's where strategically planned emails may come in handy. They also come in handy to spotlight event partners, sponsors, and hosts. They keep your brand and event on the forefront of their minds as they anticipate the fun festivities.



Reminders

Use reminders to keep your guests informed and as a reason to keep in touch with them. It's helpful and it keeps your event and brand fresh in their mind.

EXAMPLE 1

Two weeks away: Offer a discount rate or promo code to existing ticket purchasers to send to their friends. Since they are already going, why not leverage them to be promoters for you and get their friends to join them.

EXAMPLE 2

24 hours before ticket prices increase: send a friendly reminder that it's the last chance to obtain tickets at the current cost as prices will increase soon.

EXAMPLE 3

24 hours before doors open: give detailed reminders to attendees to remind them of the event, event address, the time doors open, coat check availability, parking suggestions, costume rules, importance of bringing a valid government issued ID, importance of saving their QR code for their ticket or printing out their attached PDF, and any other special instructions.



Time release

Make your brand the focus and build up the anticipation of your event. You may even want to release information slowly over the course of your email marketing campaign of reminders regarding special guests, prizes, or surprises. Keep your guests on their toes and talking about you all month long!



Hashtags

You may want to promote a specific Halloween hashtag or social media campaign regarding posts, check-ins, and costumes.