



No Trick, All Treat Halloween Planning Checklist for Your Online Store



GIVE YOUR STORE SOME HALLOWEEN FLARE

Decorate your website for Halloween to engage your visitors. Modify CTA buttons and sales stripes with Halloween images, install themed add-ons like gift cards, points and rewards, upsell, etc.



Optimize for SEO

Optimize your website and products for search engines to get more traffic and generate sales.



Get a mobile app

Design and promote your own mobile apps to expand your reach and meet your shoppers where they already are.



Create social accounts for your business

Create your business accounts on Facebook, Instagram, Twitter and any other social platform that's relevant to your industry. Make a social media content plan, schedule posts ahead and start building an online community.



Advertise!

Practice different advertising strategies on social media, Google to discover potential customers and increase retention.



Enable push notifications

Use your app to invite people to shop your online store. Keep people updated about promotions and special deals.



Email marketing

Once you know who your customers are and what interests them, put together an email list. Organize email campaigns to raise brand awareness, promote your products and promotions, and build a community of fans.



Reward your customers with loyalty programs

Once you know who your customers are and what interests them, put together an email list. Organize email campaigns to raise brand awareness, promote your products and promotions, and build a community of fans.



Leverage data

Use analytics to track your website traffic, collect valuable information about your customers and monitor your store's sales.

Have a fangtastic HALLOWEEN!

Start now!

[FREE TRIAL](#)