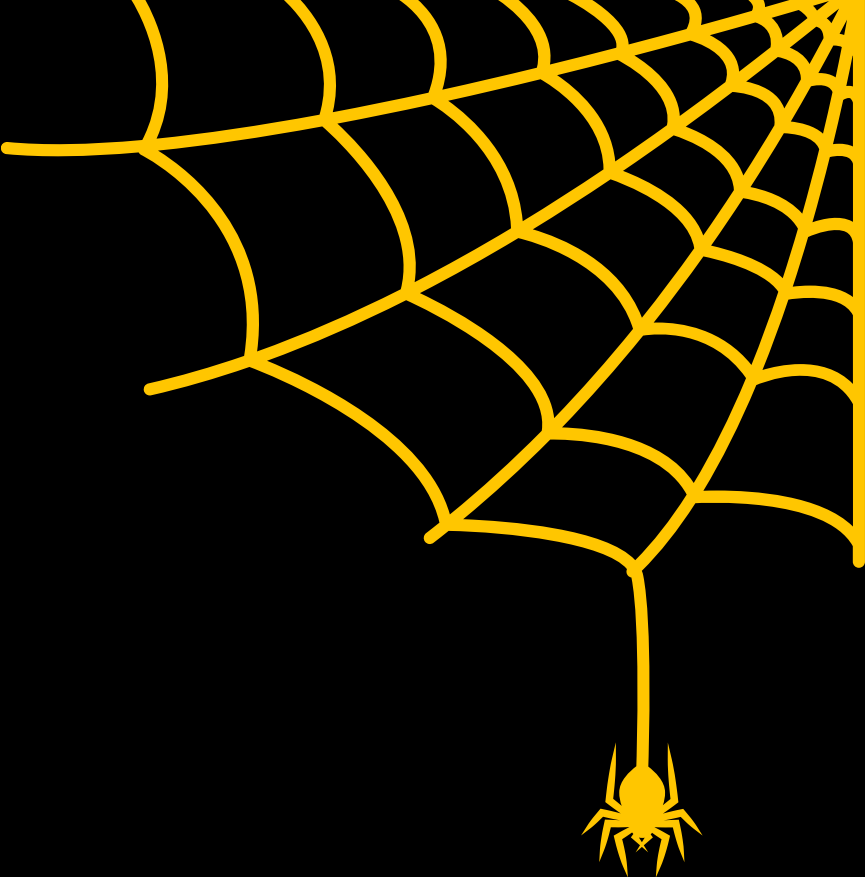




IF WE RAN A SPIRIT HALLOWEEN STORE

Here's what we'd post...



MAKE THE COSTUMES THE CONTENT.
PEOPLE WANT TO SEE
WHAT THEY COULD BE.

POST ABOUT:

- New costume arrivals
- Team members trying on costumes
- Costume transformations
- Best-selling costumes
- Costume ideas for different personalities
- Customer costume spotlights



CREATE FOMO. IF PEOPLE THINK THEY CAN COME BACK ANYTIME, THEY'LL WAIT.

POST THINGS LIKE:

- “Just a few of these left! 🎃”
- “Seen it on TikTok? Come get it before it’s gone.”
- “Your Halloween costume is waiting...but not for long.”



MAKE THE STORE AN EXPERIENCE.

DON'T JUST POST PRODUCTS. POST:

- 🇸 Store reveals
- 🎃 Animatronic reactions
- 🕷 Behind-the-scenes setup
- 🦴 Scary displays
- 📱 TikTok-worthy moments
- 😂 Funny customer reactions



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**STEAL THIS IF YOU WANT MORE
CUSTOMERS THIS FALL.**



Follow **@ExlerMarketing** to see
what else we'd do if we were you.