

## Cookie Bouquets – October/Halloween 2020 Copy

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### Homepage Hero

Cookies so good, it's almost spOoOoOkY.

- *CTA, Shop Halloween Treats!*

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### Halloween Header/Footer

Trick or treat, trick or treat, give me something sweet to eat! Although Halloween may look a little different this year, it's still a fun holiday that should be celebrated. Our Halloween-themed cookies add the perfect ~spook-tacular~ touch to family pumpkin carving parties, cozy movie nights in, and playing festive dress-up at home!

Why not send a Halloween-lover in your life a surprise basket full of jack-o-lanterns, ghosts, and pointy witch hats?! Delight all the little goblins in your life with our homemade Halloween treats that taste as eerily delicious as they look. Halloween only happens once a year, so treat your friends and family to the ultimate October surprise.

We freshly bake our Halloween cookies every day using our Grandma Evelyn's secret recipe. Even better? They each come individually wrapped to keep them clean and protect their fresh-from-the-oven flavor. Interested in a custom Halloween cookie order? Just call our office at [614-888-2171](tel:614-888-2171) or email us at [chips@cookiebouquets.com](mailto:chips@cookiebouquets.com)!

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### Paid Social Ads

#### Feed Ad:

**Post Text:** What's a ghost's favorite dessert? BOO-KIES! 🧛 Halloween may look a little different this year, but our cookies are as spook-tacular as ever. 🎃 🍪 🕷️ Buy some for yourself or send to a friend from afar.

**Headline:** No Tricks, All Treats.

**Description:** Get 15% off with Trick15.

### **Story Ad:**

Double, double, toil & treats. Cookies bake and we all eat! Use code Trick15 for 15% off!

Swipe up to shop Halloween cookies.

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## **Emails**

### **Email #1 – Thursday, October 1 – National Homemade Cookie Day**

**Subject Line:** It's National Homemade Cookies Day! 🍪

**Preview Text:** That's a holiday we can get behind.

#### **It's National Homemade Cookies Day!**

What's "National Homemade Cookies Day," you ask? Well, it's a fun excuse to bake some homemade cookies, of course!

Like you really needed an excuse... 😊

If you're not the cookie-baking type, no worries! You can order fresh, homemade cookies from our kitchen, shipped directly to your front door.

- **[CTA, Shop Cookies!](#)**

So, order your homemade cookies from Cookie Bouquets today – no trip to the grocery store required! 😊 Use code Trick15 for 15% off our Halloween treats, from now until October 23!

- **[CTA, Shop Halloween Treats](#)**

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### **Email #2 – Tuesday, October 6 – Halloween**

**Subject Line:** BOO! 🎃 Halloween cookies are HERE! 🍪

**Preview Text:** So good, it's spooky.

#### **Halloween Cookies Are Finally Here!**

We've been waiting ALL YEAR for this! 2020's been rough, but our yummy Halloween cookies are guaranteed to bring some much-needed joy into your home.

In case you're wondering, they taste as spook-tacular as they look. 😊 Choose from our ghost, pumpkin, and candy corn designs... plus so much more!

Get 15% off with code Trick15 😊 But hurry! This scary good deal won't last forever...

- [\*\*CTA, Shop Halloween Cookies!\*\*](#)

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### **Surprise A Halloween-Lover In Your Life.**

Although trick-or-treat season may look different this year, you can still celebrate with friends and family from afar by sending them a surprise bouquet of Halloween treats!

Need some gift inspiration? Check out a few of our holiday favorites:

- [\*\*Scarecrow Basket Cookie Bouquet\*\*](#)
- [\*\*Trick Or Treat Cookie Bouquet\*\*](#)
- [\*\*Haunted House Cookie Bouquet\*\*](#)

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### **Email #3 – Tuesday, October 13 – Halloween**

**Subject Line:** Eat (cookies), drink (milk) & be SCARY! 🍬

**Preview Text:** We witch you a Happy Halloween.

### **Are YOU In The Halloween Spirit?!**

The nights are crisp, the moon is bright, and Halloween cookies always delight! Add a little festive fun to your kitchen countertop with a stack of eerily delicious cookies.

Order some for yourself or send a few to a friend from afar. Although Halloween isn't until October 31, we're celebrating spooky season all month long!

Get 15% off your holiday treats with code Trick15 at checkout. Happy haunting!

- [\*\*CTA, Shop Halloween Cookies!\*\*](#)

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## The Moon's Not Full Yet, But Your Belly Should Be!

Treat your friends and family to some scrumptious, Halloween-inspired cookies this year.

Our in-house cookie decorators are working around the clock to transform sweet sugar cutouts into ghostly ghouls, smiling jack-o-lanterns, and sneaky midnight bats!

- [\*\*You've Been Boo'ed Cookie Basket\*\*](#)
- [\*\*Happy Halloween Cutout Cookie Bouquet\*\*](#)
- [\*\*Trick Or Treat Cookie Bouquet\*\*](#)

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### Email #4 – Tuesday, October 20 – Halloween

**Subject Line:** All Hallows' Eve is approaching ⚡

**Preview Text:** Order cookies while you can!

## Halloween Is 11 Days Away!

Move over, candy – there's a new holiday treat in town! Our Halloween cookies will spice up your celebrations this year... in a sweet way, of course.

So, go ahead. Cozy up with a creepy movie, pour a cold glass of milk, chow down on a few festive cookies, and have yourself a fang-tastic night!

WARNING: It's your *last chance* to get 15% off your Halloween cookie order with code Trick15!

- [\*\*CTA, Shop Halloween Cookies!\*\*](#)

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## Halloween Treats For Your Favorite Ghouls & Goblins.

Although trick-or-treating and class parties may be cancelled this year, Halloween isn't! You can still send your ~spooky~ love with a basket full of festive treats.

Choose from scarecrows, spiders, or bats – or send a unique combo of all three. For custom orders, call [614-888-2171](tel:614-888-2171) or email [chips@cookiebouquets.com](mailto:chips@cookiebouquets.com)!

- [\*\*Scarecrow Basket Cookie Bouquet\*\*](#)
- [\*\*Happy Halloween Cookie Tote\*\*](#)
- [\*\*Trick Or Treat Cookie Tin\*\*](#)

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**Email #5 – Tuesday, October 27 – Halloween**

**Subject Line:** It's your very last chance ❤️

**Preview Text:** Place your cookie order by 10/29!

**Oh My, Boo! Halloween's (Almost) Here!**

The cauldron's brewing, cookies are baking, and soon it'll be Halloween night! Delight all the little witches and warlocks in your life with a fresh batch of cookies this year.

But hurry... our delivery broomsticks only fly so fast, so you need to order by October 29 to get your ~spooky~ treats in time! Use code Trick10 for 10% off your Halloween cookies.

- **[CTA, Shop Halloween Cookies!](#)**

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**Send A Ghostly Greeting This Year!**

There's no better way to get in the holiday spirit than by sending Halloween cookies to your friends and family. No tricks here... just treats. Use code Trick10 at checkout for 10% off!

Shop our best-sellers today before they're gone forever!\*

- **[You've Been Boo'ed Cookie Basket](#)**
- **[Cookie Cauldron Basket](#)**
- **[Jack-O-Lantern Cookie Bouquet](#)**

*\*Or, ya know, until next year... 😊*

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