

Halloween Discount Campaign

Website / Blog banner

We believe in the great Hallo-Win!

Get the 25% extra wicked discount on annual plans. Use the promo code **123TREATS**

CTA: Redeem offer

Ads / organic posts

Image:

Tools all over the screen?

* somewhere add a speech bubble (or bubble coming out of the cauldron?) saying "25% OFF our wicked form builder"

Caption:

This is your sign to put all other tools aside! We've rolled it all into one and put a 25% discount on it! Just use the promo code **123TREATS** at checkout. Happy Hallo-win! 🍊

Image:

Data collection made easy.

That's witchful thinking!

(Or is it?)

Caption:

Hurry up and treat yourself to one of our annual plans with a 25% extra wicked discount this Halloween, and see for yourself just how easy data collection & management can be. Easy as 1, 2, 3! 🍊

Image:

Form building as easy as 1 2, 3...

... and at a 25% discount

Caption:

Werewolves howl. Phantoms prowl. Wicked Halloween discounts for all our annual plans are upon you now. (Well, when you enter our promo code **123TREATS** at checkout.)

Image:

On George's proposal from Canva (matches copy on website banner)

Caption:

Overwhelmed by tools? This is your sign to put them all aside! We've rolled it all into one and put a 25% discount on it! Just use the promo code **123TREATS** at checkout. Happy Hallo-win! 🍊

Emails - A/B Testing + Follow-up

Subject: Treat yourself to a Halloween discount 🍂

Preheader: Grab our latest discount code and get 25% off on your order

Body: Hi X,

I hope my email finds you well. I was thinking to share with you this great discount campaign happening here, so with that said...

Happy Hallo-win – it's like Halloween, but you're winning! At 123 Form Builder, we're giving out treats only with 25% OFF on all our annual plans.

Just enter our promo code **123TREATS** at checkout, and get ready to enjoy 12 whole months of using one tool only for all your data collection needs.

That's right – one, and only one! We've rolled it all into one and put a fantastic discount on it for Halloween – or, shall we call it, Hallo-win?

CTA: [Treat yourself to one of our fantastic annual plans at a discounted price for a limited time only.](#)

I'm here for you if you have any questions or need assistance.

George at 123 Form Builder

Subject: Treat yourself to a Halloween discount 🍂

Preheader: Grab our latest discount code and get 25% off on your order

Body: Hi X,

Get 25% OFF on all our paid annual plans this Halloween and start enjoying more benefits, such as:

- 10GB+ storage, so you never run out
- Promote your business or event by customizing your form URL
- Higher number of smart forms to choose from
- Take payments within your forms through 15 payment gateways providers
- Higher number of users (that's more seats for your team!)

Just enter our promo code **123TREATS** at checkout.

Hurry – this offer won't last!

CTA: [Get 25% OFF](#)

George at 123 Form Builder

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Follow-up email:

Subject: Hurry up! Last chance to get the 25% extra wicked discount 🕒

Preheader: We're not here to trick you – we're here to treat you.

Body: Hi X,

We're still giving out our 25% extra wicked discount on all our annual plans – but you need to hurry up!

There are only a few days left to grab this offer and stop using a gazillion tools to collect data once and for all.

Simply add the promo code **123TREATS** at checkout and start enjoying our form builder.

CTA: Treat yourself

George at 123 Form Builder

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Search

Headlines, max 30 characters each:

1. Hallo-Win: Pay Less, Use More
2. Quick! We're giving out treats
3. The User-Friendly Form Builder
4. 25% EXTRA Wicked Discount
5. Easy as 123 Form Builder (pin)

Descriptions, max 90 characters each:

1. Get a 25% extra wicked discount on all annual plans for our super easy to use form builder
2. Get 25% OFF on annual plans and use our form builder for all your data collection needs.
3. Our forms are easy to build & even simpler to maintain. Get our form builder at a discount!
4. Data collection and management have never been easier. Now, they're at a discount, too.

5. Over 2 million users trust us with data collection & management. Find out why.
6. Too much time spent on importing and exporting data between tools? Let's put a stop to it.