

(Start with a Halloween themed gif or image showing a celebration, like the on the right):  
https://giphy.com/gifs/scoobydoo-cartoon-scooby-doo-3ohs4gdLoYXudOyP7i



Fangtastic to have you onboard!  
Here’s your {discount code, free shipping code} to say fangs — I mean thanks!

We offer a monstrously good range of {General product area}. Everything from {Product category 1} to {Product category 2}.

*Witch* are you most interested in?

Button for {Product category 1}:

Button for {Product category 2}:

Button for {Product category 1}:  
Boo-tiful. Shall I show you some of our {Product category 1} beast sellers?

Button: Yes, that would be great

Button: Not right now

Button for {Product category 2}:  
Wickedly good choice. Fancy a look at some of our beast sellers in {Product category 2}?

Button: Yes please!

Button: No thanks

**Button:** Yes, that would be great

Thrilling! Here are some of our all time classics:

- Button for Product 1:
- Button for Product 2:
- Button for Product 3:

If you want to trick o’ treat yourself, check out our full range of {Product 1} here (add link).

**Button:** Not right now

Understood. You’ve got a Halloween party to get to.

If you do feel like trick o’ treating yourself, our full range of {Product 1} is here (add link).

**Button:** Yes please!

Fa-boo-lous choice. Here are some of our all time classics:

- Button for Product 1:
- Button for Product 2:
- Button for Product 3:

If you want to trick o’ treat yourself, check out our full range of {Product 1} here (add link).

**Button:** No thanks

Got it — you need to get your costume ready.

If you do feel like trick o’ treating yourself, our full range of {Product 2} is here (add link).