



THE **SCARIEST**
HALLOWEEN TRICK OF THEM ALL
BAD WEATHER





The Scariest Halloween Trick of Them All: Bad Weather

Most parents would probably say that the scariest thing about Halloween is seeing rain in the forecast. But it's not just the [42 million](#) trick-or-treating children whose plans are in danger of being disrupted by rainy weather; millions of adults look forward to the holiday, too. In fact, nearly 70 percent of all Americans celebrate Halloween in some way, with an estimated expenditure of over \$7 billion. That's millions upon millions of people who have to come up with a Plan B if the weather doesn't cooperate. Businesses that want to make sure they're included in that Plan B can use weather-triggered messaging to let people know their Halloween festivities don't have to be ruined.

The possibilities for using weather-based messaging to drive Halloween traffic are almost limitless – as are the types of businesses that could use it. Here are just a few examples:

Kids

- Churches and other organizations could remind people of indoor community celebrations.
- Businesses could promote family-friendly activities like movies, arcades, bowling centers, etc. Kids could be encouraged to wear their costumes to keep the Halloween theme going. And there could be gift cards for “best costume” and other prizes, which would continue driving traffic long past Halloween.
- Retailers could send out emails promoting products like umbrellas, jackets, and boots
- Indoor malls could invite families to trick-or-treat from store to store.

Adults

- Venues like restaurants, bars, clubs, and hotels could remind customers of their festivities and even offer “rainy night specials.”
- Food delivery services could promote Halloween specials, including delivering candy with every order.
- Charitable organizations could encourage people to bring them leftover candy if the weather kept most of the trick-or-treaters home.
- Clothing retailers could promote hats, umbrellas, scarves, and boots that would protect party-goers from the weather while still keeping their look fun and fashionable.



A rainy, stormy, or freezing Halloween is also a great opportunity for good-will messaging. Business and communities could use weather-triggered messaging not to sell, but to keep people up-to-date on changing weather conditions and to share safety tips. Venues like restaurants, bars, clubs, and hotels could remind customers of their festivities and even offer “rainy night specials.”

- Local news stations could email viewers with up-to-the-minute forecasts.
- If the weather is bad enough to postpone trick-or-treating, communities could email residents with the latest information.
- Businesses could email customers with weather-related safety information, such as reminding parents to make sure their kids wear something reflective if their costumes are covered up by rain gear, and reminding them that rainy conditions not only make it harder for drivers to see trick-or-treaters but also make it harder for them to stop quickly. If the weather is dangerously cold – especially in an area where it’s typically warmer for Halloween – businesses could stress the importance of dressing properly, wearing hats and gloves, and taking breaks inside to warm up.

How Skymosity can help

Skymosity can help business and communities engage their audiences with timely information about weather and its effects on Halloween.

- It starts with a careful analysis of past trends to determine how the business is typically impacted by weather.
- Next, Skymosity helps businesses and/or communities identify impactful campaigns. For Halloween, that might mean one type of message for rain, another for cold, and yet another for good weather.

- Once those campaigns are identified, the next step is to put in in action. Skymosity can trigger automated emails, SMS, or PUSH when campaign criteria is met. That means business owners and managers don't have to scramble to take advantage of last-minute opportunities, because it's all set up in advance.
- Skymosity can also work with brands to personalize content on their website based on each visitor's weather condition.

Halloween is one night a year, and most people cross their fingers and hope for good weather. Forward-thinking businesses, though, have an opportunity to be proactive, thinking through the effects that poor Halloween weather could have on their business and making plans to optimize those possibilities.



About Skymosity

Skymosity is the leading Weather Targeting™ Platform, powering advanced weather-based technology for some of the world's biggest brands. With patent-pending solutions for SMS and Weather-Based Email Trigger™ automation, plus website personalization and analytics based on weather, the Skymosity Weather Marketing Cloud™ helps businesses seamlessly leverage big weather data.

For more information, visit www.skymosity.com.

