A man with a beard and a white shirt is working in a workshop. He is wearing a dark apron and is looking at a laptop. The workshop is dimly lit with a blue glow. On the wall behind him, there is a skull and some tools. The text "Crafting Ads with Killer Appeal" is overlaid in large, bold, white letters.

Crafting Ads with Killer Appeal

Lesson 4 of Facebook Ads for Haunted Houses

Facebook Ads for Haunted Houses

Our goal is to **sell more tickets while spending less money** on ads by making them more effective.

1. The dark magic behind Facebook Ads.
2. Summoning your Facebook Ad accounts.
3. Stop bleeding money with Ad Tracking.
4. Crafting ads with killer appeal.
5. Unleashing your first ad campaign.

** Advanced topics will be covered in another course.*

A man with a long white beard and a white shirt with brown suspenders is working in a workshop. He is looking down at a laptop on a workbench. The workshop is dimly lit with a greenish-blue glow. There are various tools and equipment visible in the background.

Part 4

Crafting ads with killer appeal

Finally, some fun stuff!

1. How to create a killer offer that sells tickets.
2. The importance of media and showing off your haunt.
3. Essential things to include in your Ad.
4. Making creative for your Ad.

The Offer

Remember: Facebook Ads are a great platform for *impulse buys*.

Your goal is *not* “This haunted house looks scary.”

Your goal is “This haunted house looks scary,
and I need to buy a ticket right now.”

Having a killer offer creates a sense of urgency (leading to impulse buys) and converts more people into ticket buyers. If your offer isn't good, you won't convert sales.



THE GOLDEN RULE

*Online tickets should be
cheaper than in person!*

Two benefits:

1. Impulse purchases online.
 - a. Sales you might have lost.
2. If they're physically at your haunt, you've won already!
 - a. No need for an offer beyond Cash Discount or Fast Pass upgrade.
 - b. Should still be higher than online.

*A guest should never feel
penalized for buying early, you
want to make them feel special for
doing so!*

What does an offer look like?

There are many different offers you can create **based on your specific situation.**

- A coupon or sale.
 - Early bird, % off, \$ off, Buy 3 Get 1 Free, free Fast Pass upgrade or gift.
- Urgency specific.
 - Tickets are selling out! Last chance to visit!
- Show how you're better than the competition.
 - Better media, better value for the money, guest testimonials, awards.
- Reminder: Offers don't necessarily have to be a sale.

Offering a coupon or sale

- % or \$ Off.
 - Creates urgency throughout the season, can use “Sale ending soon!”
 - If tickets are cheaper online (they should be), you can advertise the difference as a sale!
- Pre-season sale.
 - Buying tickets well before event starts - gets you revenue earlier.
- Early Bird sale.
 - Come in the first two weeks - flattens your attendance curve similar to dynamic pricing.
- Buy 3, Get 1 Free.
 - If your average sale is less than 3 tickets per order, you get 3 tickets of revenue. The 4th person might not have come anyway: more reviews, more word of mouth!
- Free upgrade or gift.
 - Free Fast Pass or Photo Op if you order now! Still revenue you might not have gotten, no extra expense on your end.

Creating specific urgency

- Sales / Coupons don't technically have to end ... but you can say they do.
 - “ENDING SOON: Buy 3, Get 1 Free” but it's all season long.
- Tickets are selling out!
 - If your event has a habit of selling out, use that to fill out the rest of your season.
 - “Grab tickets for next weekend before they're gone!”
- Last chance before we close!
 - A final hard push before your event closes for the season creates FOMO.
 - Great paired with social proof (reviews, etc).

Show how you're better than the competition

- Show off your haunt!
 - Better pictures, videos, and scarecam footage than your competition.
 - ***Actually need to have a good show!!***
- Value for the money.
 - “Over 45 minutes of scares!”, “Experience 2 miles of pure terror!”, “Over 50,000 square feet of fear!” “Over 200 monsters!” “Party with our DJ!” “Celebrating 20 years of fear!” “Midway games and food!” “Covered / air conditioned / heated waiting area!”
- Guest testimonials / reviews help build trust, reduce fear that your attraction is bad.
- Awards - Yes, I know it's cliche.
 - “Voted Wisconsin's scariest attraction by fans!”

Taking photos & videos

Only use media of things you'll *actually see in your haunt*, no AI.

You don't need a fancy camera, can use an iPhone.

Shoot specifically for the ad, and follow the rules!

Amateur content incoming ...

Ad rules

You'll ***risk getting your ad account banned*** if you don't follow these rules!

- No blood.
- No weapons.
- No violence.

When in doubt, keep it clean.

Photography shopping list

Budget: Less than \$300, not including iPhone.

[Amazon shopping list](#)

- iPhone Pro (14 or higher)
- Tripod & Phone mount
- Remote camera trigger
- RGB Light Cube (two is nice)
- Portable fog machine

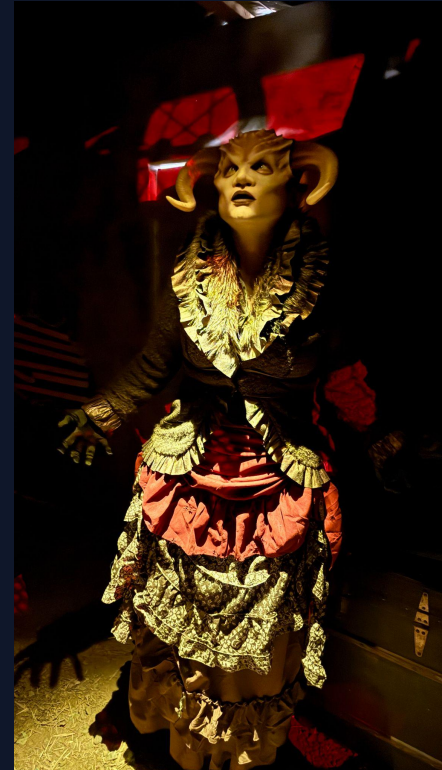
Taking photos & videos specifically for ads

- Show off your haunt, especially Icons! Use your best makeup & masks!
- Use the correct aspect ratios.
 - [Facebook aspect ratios](#)
 - 1:1 (square) and 4:5 (vertical) orientation, sometimes 9:16 (full vertical).
 - Take some photos farther away for cropping potential.
 - Can take some horizontally just to have in your pocket as well.
- Frame your photos for extra information.
 - Leave open space for logos, text, etc.

Photography tips

- Low light photography.
 - Increase light! Haunt light + light cubes (very low, 1%) + ambient light.
 - Use low light mode, usually automatic.
 - Reduce motion, as low light normally takes multiple seconds.
 - DO NOT MOVE PHONE OR ACTOR: use tripod, mount, and remote camera trigger.
- Play with different angles.
 - Not just photo angle, but lighting angles too!
- Scream and hold still.
 - Actually have your actors scream! It feels weird, but it gets great shots. However, they have to hold that scream in one position! Coach your actors!
- Can edit right in iPhone Photos app, play with auto, light, etc.
- TAKE WAY TOO MANY PHOTOS! You won't like them all.

- Icon character
- Lighting from above
- Vertical orientation for maximum quality
- Ambient lighting
- Easy spacing for adding content



- Easily cropped
 - Does lose quality
 - Still spacing for content
- Backlighting
- Lighting from underneath
- Handheld fog + light cube
- Only editing was Auto
- A little blood, DON'T recommend



- Scream and hold still
- Shot from above (can fade)
- Camera tilt
- Ambient lighting
- Feel free to move props



Putting it all together

Making creative for your ads.

Essential information to include in your ads.

How to frame your media with an offer.

A crash course on using Canva.

Essential information in your ad

- The offer!
- The brand and consistency.
- “Haunted House”
- Where? Even just the city.
 - “There is a haunted house *in Edgerton, WI.*”
- When?
 - “Open Friday & Saturday nights in October.”

Ad examples

The image displays three Facebook advertisements for 'Forsaken Souls Haunted Attraction'. Each ad follows a similar layout:

- Header:** Profile picture, name 'Forsaken Souls Haunted Attraction', and 'Ad' label.
- Text:** 'Experience the terror of Edgerton's new haunted house! 🖤 Open Friday & Saturday nights in October, who are you ...See more'
- Image:** A character from the haunted house. The first ad shows a woman with a glowing orb. The second shows a man with a blue face. The third shows a woman with a red horned mask.
- Text on Image:** 'NEW HAUNTED HOUSE IN EDGERTON, WI WHO WILL YOU BRING?' (for the first two) or 'FACE YOUR FEARS' (for the third).
- Yellow Bar:** 'SAVE \$26 WHEN YOU BUY 4 TICKETS!' (for the first), 'TICKETS BUY 3, GET 1 FREE!' (for the second), and 'SAVE \$4 WITH CODE "FB2025"' (for the third).
- Footer:** Website 'forsakensouls.com', 'Haunted House near you!', and an 'Order now' button.
- Bottom:** Like, Comment, and Share icons.

Similar layout we used as regular posts

354 LAKE DRIVE RD, EDGERTON, WI
FRI & SAT IN OCT, 7-11PM

FORSAKEN SOULS
HAUNTED ATTRACTION



FREE MINI PUMPKIN FRIDRY*
BUY 3 GET 1 FREE TICKETS OR \$4 OFF ONLINE
ORDER TICKETS ONLINE @ WWW.FORSAKENSOULS.COM
*WHILE SUPPLIES LAST

354 LAKE DRIVE RD, EDGERTON, WI
OCTOBER 31st, 7-11PM

FORSAKEN SOULS
HAUNTED ATTRACTION



**OPEN TONIGHT
LAST CHANCE!**

JOIN US BEFORE IT'S TOO LATE, 7-11PM
BUY 3, GET 1 FREE ONLINE @ WWW.FORSAKENSOULS.COM

354 LAKE DRIVE RD, EDGERTON, WI
FRI & SAT IN OCT, 7-11PM

FORSAKEN SOULS
HAUNTED ATTRACTION



OPEN TONIGHT

ONLY 3 MORE NIGHTS! OCT 24th, 25th, 31st
BUY 3, GET 1 FREE ONLINE @ WWW.FORSAKENSOULS.COM

Let's try Canva!

<https://canva.com>

However, you're already spending money on Ads, **why not spend money on your creative too?**



See you in Lesson 5!

Unleashing your first ad campaign

ScaryGood.com/courses/facebook

Like this course? Sign up for notifications.
Share it with your haunt friends!