🎃 ScaledOn's 2025 Halloween Emoji Guide for eCommerce

How to Use Emojis That Drive Clicks, Conversions & Carts This Spooky Season

👻 Why Emojis Matter in eCommerce

Emojis aren't just for fun, they're a proven conversion tool.

- Emails with emojis in subject lines see up to **25% higher open rates**.
- Social posts with the right emoji mix can **boost engagement by 30–50%**.
- Emojis help brands feel **human, relevant, and instantly seasonal**, especially around holidays like Halloween.

This guide shows which emojis perform best, when to use them, and how to match them to your brand's tone of voice.

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🕸️ 1. The Top 7 Performing Halloween Emojis

Emoji	Use Case	Why It Works
🎃 Jack-O'-Lantern	Announcing sales, promos	Instantly signals Halloween, friendly & clickable
👻 Ghost	Fun CTAs & social copy	Playful, non-scary; boosts click curiosity
🕷️ Spider / 🕸️ Web	Flash sales, mystery offers	Creates intrigue + suspense
💀 Skull	Limited drops, countdowns	Great for urgency + scarcity messaging
🍬 Candy	Food, beauty, gifting brands	Sweet, universal appeal

🧙 Witch / ✨ Magic	New product drops	Adds transformation, before/after energy
🦇 Bat	Subject lines, dark themes	Minimal, high-contrast, ideal for mobile

🧪 2. When (and Where) to Use Them

Email:
- Add 1 emoji before your keyword (👻 Boo! 20% Off Everything Disappears Tonight)
- Don't double up, too many feels spammy.

SMS:
- Emojis boost CTR but keep it short:
- "🎃 Spooky Deal! 30% Off Until Midnight 👻"

Social:
- Pair emojis with short captions to make visuals pop.
- Use thematic clusters: "🕷️🕸️ Spinning New Deals Daily 🎃👻"

Paid Ads
- Limit to one emoji in headline or CTA line.
- Great for seasonality in Google Ads & Meta headlines.

💡 3. Common Emoji Mistakes to Avoid

🚫 Using too many - Looks spammy, hurts deliverability.

🚫 Mixing tones - 💀 + 🍬 can confuse your audience if your brand isn't edgy.

🚫 Copy-paste chaos - Not all emojis render the same on Android/iOS. Test first.

⚙️ 4. ScaledOn Pro Tips

✅ A/B test emoji placement: before keyword vs. at end of line.

✅ Track by channel: which emoji drives best CTR in email vs. social.

✅ Use AI tools (like ChatGPT) to test tone + readability.

✅ Align with campaign goals: attention ≠ conversion. Choose strategically.

🧡 Final Takeaway

Halloween emojis are more than decoration, they're a conversion lever. When you pair the right visuals with the right data, you can lift engagement, CTRs, and even revenue, all while having a little fun with your brand voice.