

No Tricks, Just Marketing Treats !

October is one of our favorite months. From pumpkins to costumes, the season offers endless opportunities to get creative!

The real trick is that posting just to say “Happy Halloween” won’t cut it. The treat? Finding ways to connect seasonal fun back to your business and your audience.

We’ll be sharing a few examples of how a simple seasonal post can tie back into your brand without feeling forced.

Spooky Season Marketing Do's & Boo's



Do's

1. Tie the holiday to your business in a clever, relevant way.
2. Use strong visuals like a pumpkin, cobweb, or costume to catch attention quickly.
3. Show your personality and brand voice.

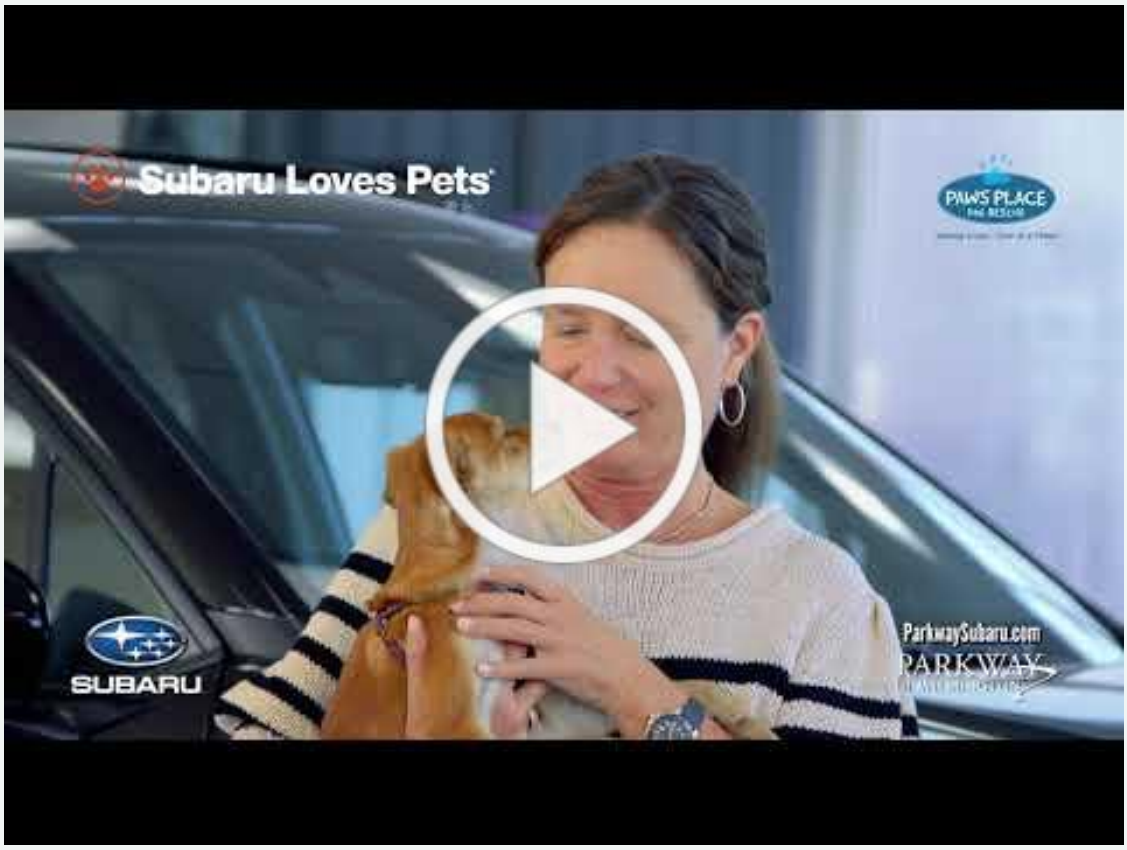
Boo's

1. Posting generic “Happy Halloween” graphics with no connection to your business.

2. Ignoring your target audience when crafting seasonal content.
3. Missing the chance to boost engagement with themed polls, contests, or fun questions.



Client Spotlight







Our team had an incredible day on set with **Parkway Subaru** as they filmed their 'Subaru Loves Pets' commercial in partnership with **Paws Place Dog Rescue.**
We got to capture all the excitement (and plenty of puppy kisses!) while celebrating Subaru's commitment to helping shelter pets find their forever homes.

Visit Paws Place!

Production Spotlight



This month, we're highlighting a recent video project created for our client, **Earney IT**. At Eagle Eye Marketing, we understand the importance of optimizing content for each platform to ensure it performs at its best. Featuring clients on camera not only boosts engagement but also builds trust and strengthens audience connections.

If you're looking to add more face time to your social media, email us to discuss filming content that helps your brand stand out.

Content Tip of the Month: Capture the Moment!

Photos and videos aren't just nice to have — they're the heartbeat of a strong content strategy.

- They showcase the real people behind the business.
- They create a personal connection with your audience.
- They help tell your story in a way stock graphics never can.

Pro tip: Keep your phone ready. Sometimes the best-performing posts come from quick, authentic behind-the-scenes moments.

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