

**FREE SEMINAR**

How to grow a targeted SMS list that actually converts!

**TEXT TO THRILL**

A smartphone with a cracked screen is shown at an angle. The screen displays the text 'TEXT TO THRILL' in a large, stylized, dripping red font. The background of the phone's screen is dark and textured.

PRESENTED BY

**FEARWORM**

# MEET YOUR SPEAKERS

As Email Marketing & Social Media Manager for FearWorm, Tashona Smith brings over a decade of experience spanning social media, email, web, copywriting, and creative strategy. Tashona specializes in helping haunted attractions build and grow high-performing SMS programs that drive engagement, brand loyalty, and ticket sales. Tashona works closely with attractions of all sizes to transform communication channels into meaningful customer relationships through thoughtful strategy and real-world execution.

**TASHONA SMITH**



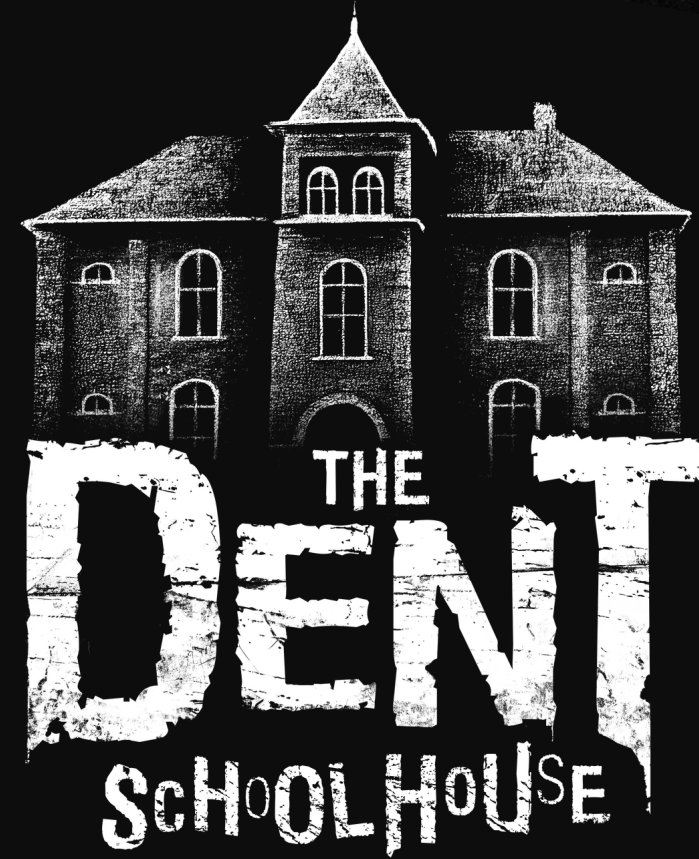
**LAURA KILPATRICK**



Laura Kilpatrick has spent over 15 years leading creative and strategic marketing for top-performing haunted attractions across the country. As Co-Owner and Director of Communications at FearWorm, she blends immersive storytelling with data-driven marketing strategy to help attractions grow audiences, strengthen brand equity, and increase seasonal revenue.

PRESENTED BY  
**FEARWORM**

WHO  
WE REPRESENT



**FEARWORM**

# WHY SMS

## The State of Advertising in 2026

Advertising is getting more expensive, less predictable, and harder to break through as audiences are overwhelmed with content and attention spans continue to shrink. SMS cuts through the noise, giving you a direct line to an audience you actually own, not rent.

### COMBATING RISING COSTS

SMS offers a cost-effective alternative by allowing you to re-engage an audience you already own, reducing dependency on rising ad spend while driving high-margin, repeat conversions directly from your existing customer base.

### FIGHTING DIGITAL OVERLOAD

Consumers are inundated with ads, emails, and content across every platform, creating constant digital fatigue and making it harder than ever for brands to break through.

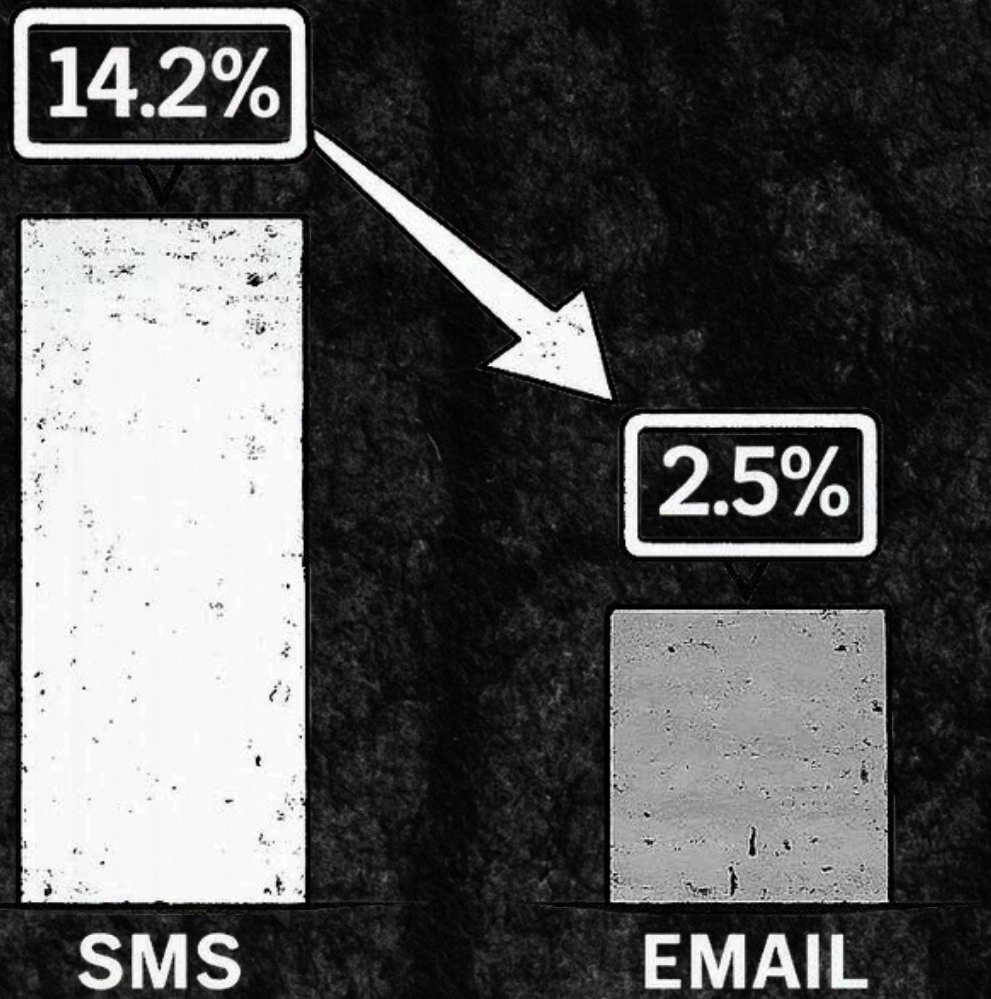
### OWNING YOUR AUDIENCE

When you rely on social platforms, you're renting access to your audience and subject to constant algorithm changes. SMS allows you to own that relationship, giving you direct, reliable access to your customers whenever you need it. It's a channel you control, where your message gets delivered without gatekeepers.

# WHY SMS

## CURRENT STATS

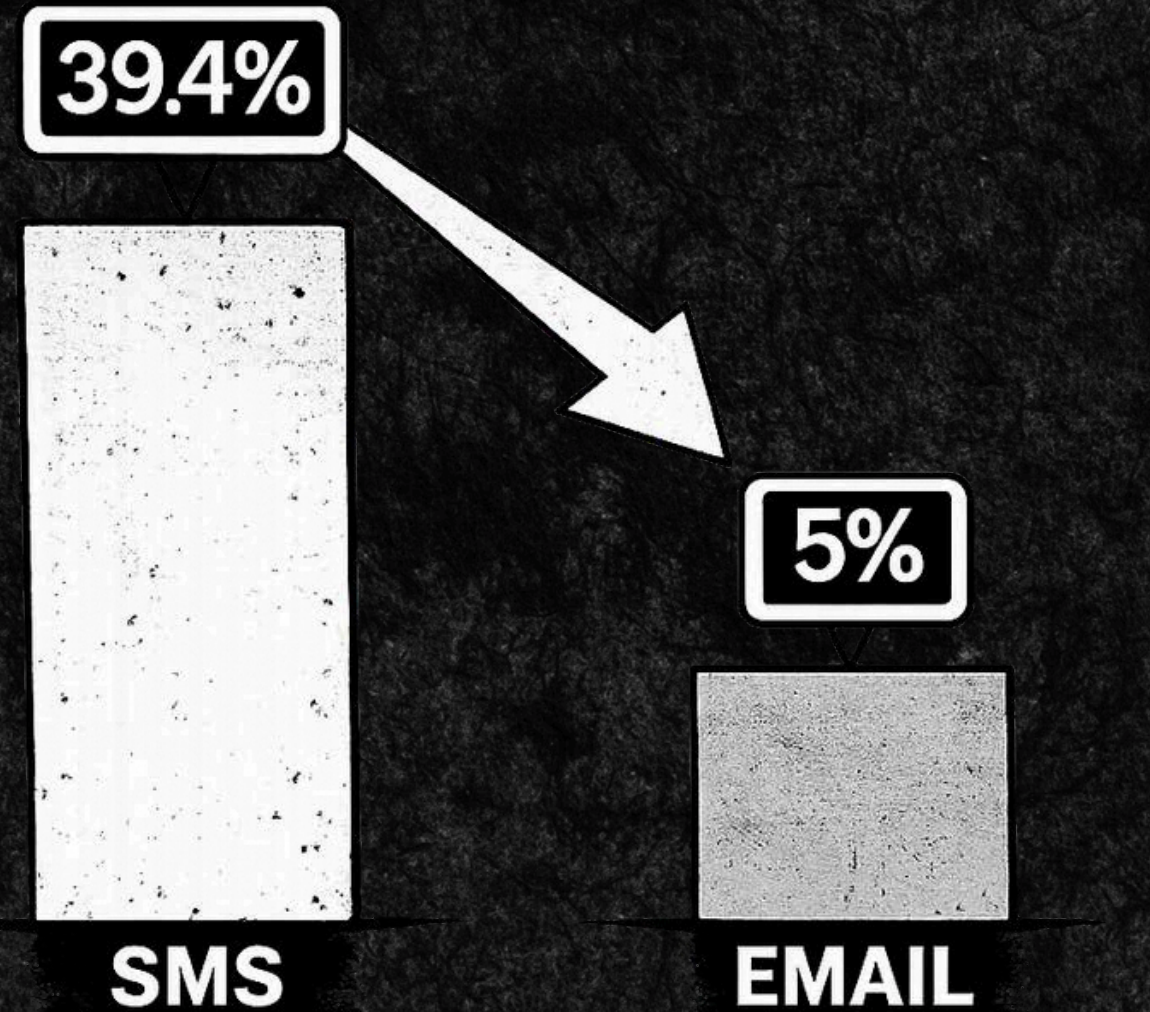
### AVG CLICK RATE



AVG SMS CLICK RATE

AVG EMAIL CLICK RATE

### AVG CONVERSION RATE



AVG SMS CONVERSION RATE

AVG EMAIL CONVERSION RATE

# WARNING!

SMS marketing can be a powerful tool when executed properly. BUT, be warned. There are rules and laws that must be followed. If you do it wrong....

# WARNING!

## POTENTIAL CONSEQUENCES INCLUDE:

- Fines of \$500 to \$1500 per illegal text
- Class action lawsuits
- Carrier blocking or suspension
- Criminal penalties, including imprisonment

# GUIDELINES & RULES

## CONSENT

Always, always, ALWAYS get explicit consent to send text messages (cannot be a condition of purchase.)

## REGISTER

Register for a toll-free number to send messages from (this can be easily done via most SMS marketing platforms and is typically required before the platform will allow you to send messages.)

## OPT-OUT

Make it easy to opt-out. The simplest way is to include "Reply STOP to opt-out" in every message

## QUIET HOURS

Only send messages between 8AM and 8PM local time

## SHAFT

Avoid sending content that violates SHAFT regulations (SHAFT - Sex, Hate, Alcohol, Firearms, Tobacco)

## VALUE

Focus on delivering valuable, relevant content with a clear call to action.

# GUIDELINES & RULES

## STATE-SPECIFIC RULES

IN GENERAL, if you follow the rules we've laid out, you will be safe. Some states do have stricter laws than others.

For instance, Texas requires registration with the Texas Secretary of State for some businesses.

**WE ARE NOT LAWYERS. THIS IS NOT LEGAL  
ADVICE. If you need help navigating these  
laws, PLEASE CONSULT AN ATTORNEY.**

**GET THAT  
OPT-IN**

**MOMENTS OF PEAK INTENT**

- Online Waivers
- Ticket Purchases

**GET THAT  
OPT-IN**

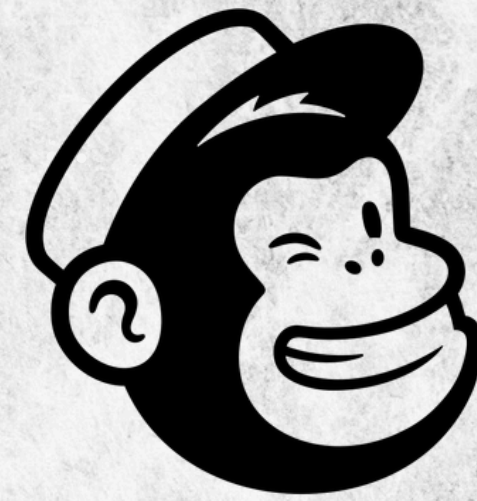
**OTHER OPPORTUNITIES**

- Website Pop-Up Forms
- Social Media
- Onsite Touch Points
- Marketing Emails
- Queue Line or Box Office  
signage via QR code

NOW THAT YOU HAVE THE  
NUMBERS... WHAT DO  
YOU DO WITH THEM?

# POTENTIAL METHODS & PLATFORMS

Your current email marketing or ticketing platform may offer SMS marketing.



mailchimp



SendPulse

Brevo

Formerly sendinblue



klaviyo



# POTENTIAL METHODS & PLATFORMS

Your current email marketing or ticketing platform may offer SMS marketing.

## FEARWORM RECOMMENDED

### PLATFORMS:

## ≡ Community

More expensive option with more bells and whistles. Scalable service options for larger attractions with larger audiences and higher sending frequency.

## klaviyo<sup>®</sup>

Less expensive option for smaller attractions with smaller SMS list/no SMS list. Attractions sending messages once per week or less. Offers strong capabilities for growing your list and sending personalized campaigns.

THE  
NOSFERATU  
METHOD



# **NOSFERATU METHOD**

## STEP 1: NAME

Come up with a name for your SMS program that is memorable, on-brand, and makes subscribers feel like VIPs.

## STEP 2: OFFER

**THIS IS THE MOST IMPORTANT STEP.**  
You must provide a meaningful incentive offer for new subscribers

## STEP 3: STRATEGY

Where are your opportunities to attract new subscribers?

## STEP 4: FUNCTION & FORMS

How will this process work from beginning to end?

## STEP 5: EXPERIENCE DESIGN

What elements need to be created in order to provide a cohesive and properly branded experience?

# **NOSFERATU METHOD**

## STEP 6: ROLLOUT CHECKPOINT

Make sure you are not only catering to new subscribers, but that you are also providing the offers to any existing subscribers.

## STEP 7: AUTOMATE

Set up any automations needed to deliver the incentive offer to new subscribers.

## STEP 8: TEST & DEPLOY

Test your setup from beginning to end and ensure that everything is working as expected. If everything is in proper working order, begin rolling out your strategy.

## STEP 9: USER PERFORMANCE

### DATA REVIEW

Check your performance analytics frequently for the first few days after deployment. If your metrics seem "off", this is your first clue that there may be an issue.

# CASE STUDY #1



Palmer, MA

## 13TH World Fright Park

Brand New SMS Program

### GOALS:

- Start strong
- Grow the SMS audience
- Drive ticket sales .

**NOSFERATU**  
**IN ACTION**

**HEAVY**  
**WORM**

# **NOSFERATU** IN ACTION

## STEP 1: NAME

We didn't just want a name. We wanted something people could be a part of.

### GOALS:

- Create a name that is consistent with the 13th World Fright Park brand.
- Use alliteration to make it memorable.
- Make subscribers feel like insiders.

## FINAL NAME:

# Fright Fanatic

- "Fright" ties directly to Fright Park.
- "Fanatic" reinforces passion, loyalty, and belonging.

# NOSFERATU IN ACTION

## STEP 2: OFFER

The offer is the most important step of the NOSFERATU method. People will not sign up if you don't give them a good reason to.

### GOALS:

- Create an offer that the client is comfortable with and will stand behind.
- Provide a meaningful incentive that will attract new SMS subscribers.
- Create a sense of urgency.



- \$13 off General Admission + Touch of Fear (\$35 regular price, \$22 with discount)
- Unlimited entrance to all 4 attractions
- Valid Friday, September 13th ONLY
- Discount limited to the first 300 Frequent Fright Passes sold.

# NO SCREAMS IN ACTION

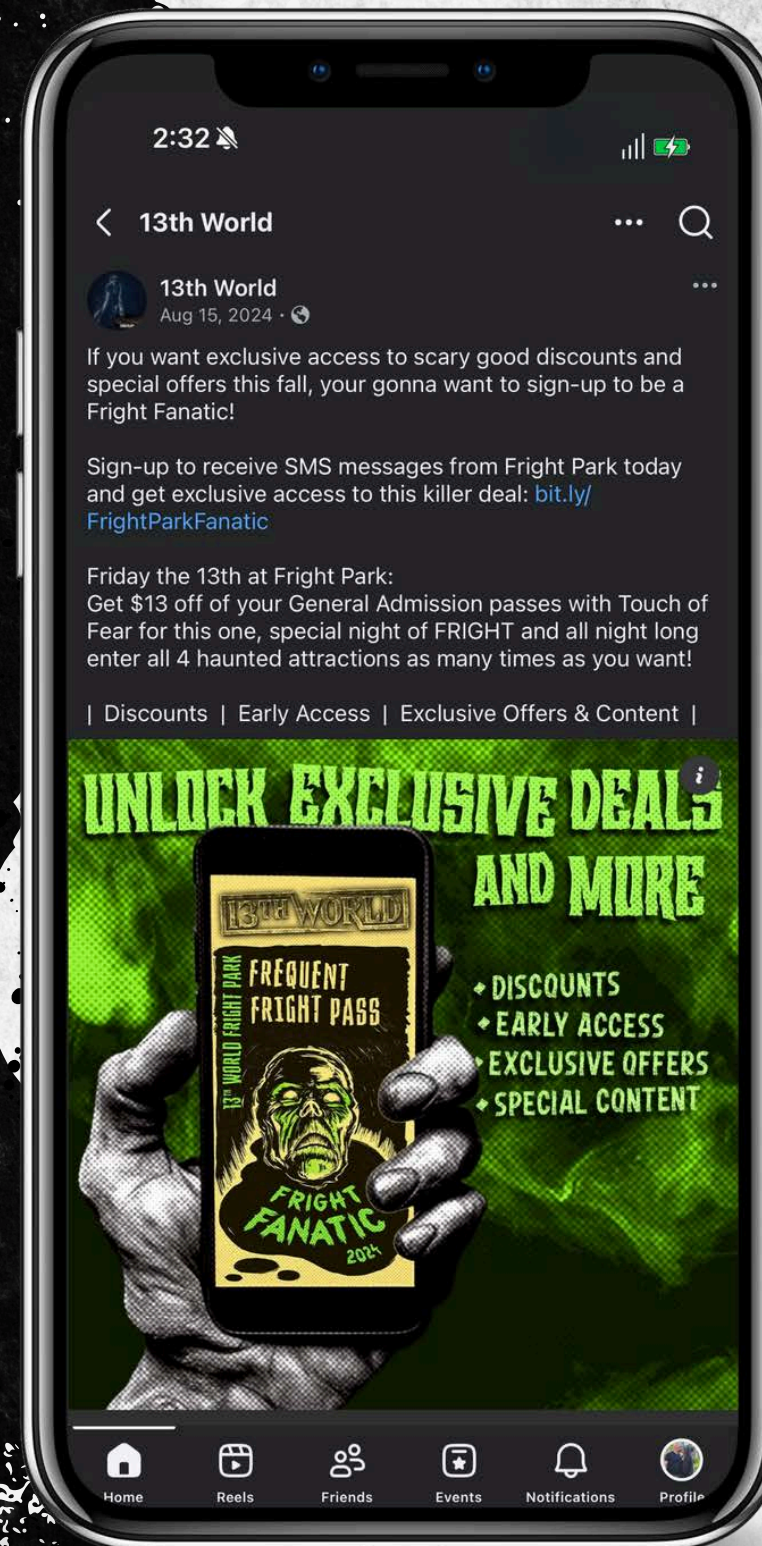
## STEP 3: STRATEGY

What is the best way to promote this new SMS program?

We already have an audience. Let's use it.

We promoted the SMS program via:

- Social Media (including boosted posts)
- Marketing Emails

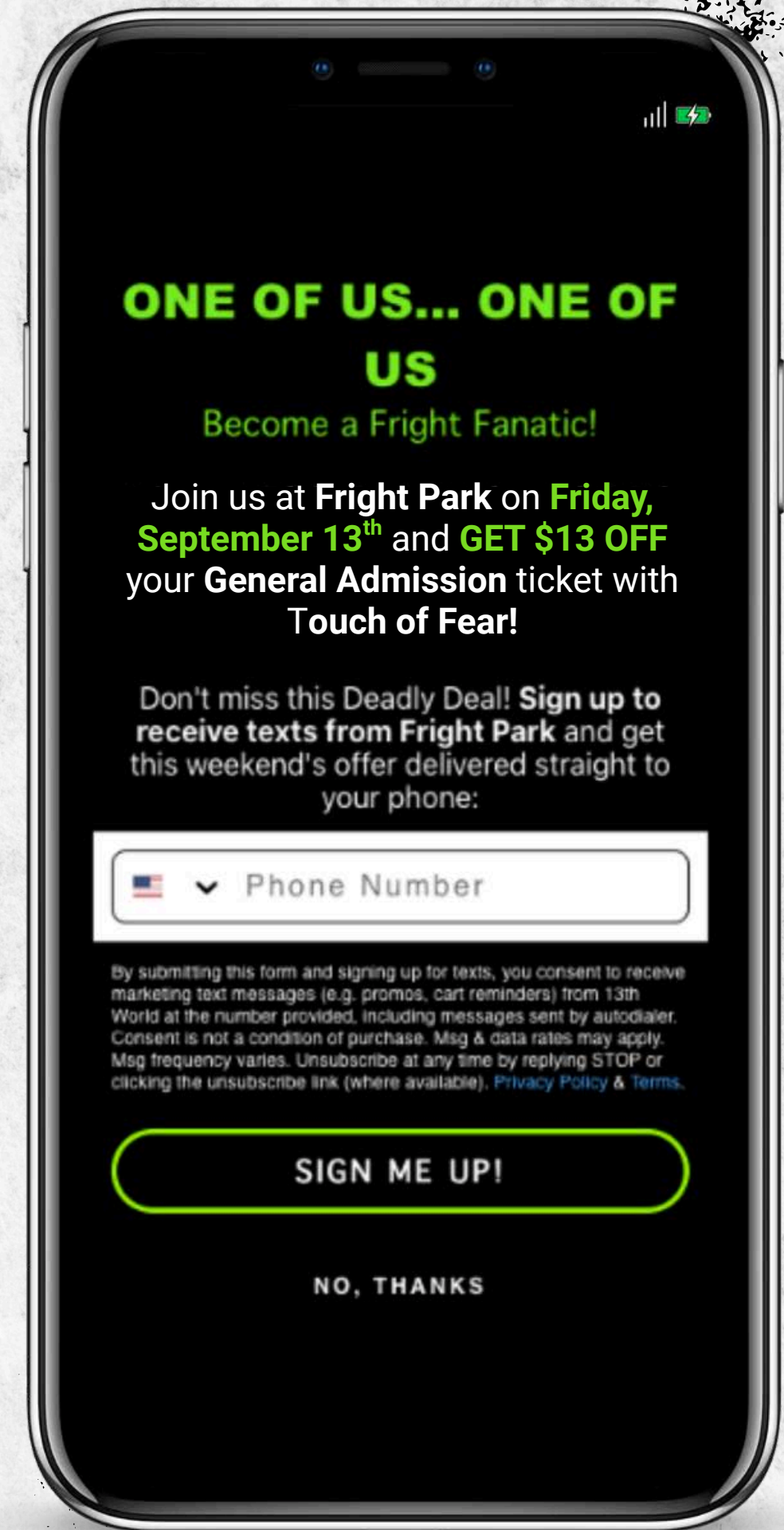


NOS **F**ERATU  
IN ACTION

## STEP 4: FUNCTION & FORMS

How will this process work from beginning to end?

Subscribers sign up to join the Fright Fanatics via an online form.



**ONE OF US... ONE OF US**  
**US**  
Become a Fright Fanatic!

Join us at **Fright Park** on **Friday, September 13<sup>th</sup>** and **GET \$13 OFF** your **General Admission** ticket with **Touch of Fear!**

Don't miss this Deadly Deal! **Sign up to receive texts from Fright Park** and get this weekend's offer delivered straight to your phone:

By submitting this form and signing up for texts, you consent to receive marketing text messages (e.g. promos, cart reminders) from 13th World at the number provided, including messages sent by autodialer. Consent is not a condition of purchase. Msg & data rates may apply. Msg frequency varies. Unsubscribe at any time by replying STOP or clicking the unsubscribe link (where available). [Privacy Policy & Terms](#).

**SIGN ME UP!**

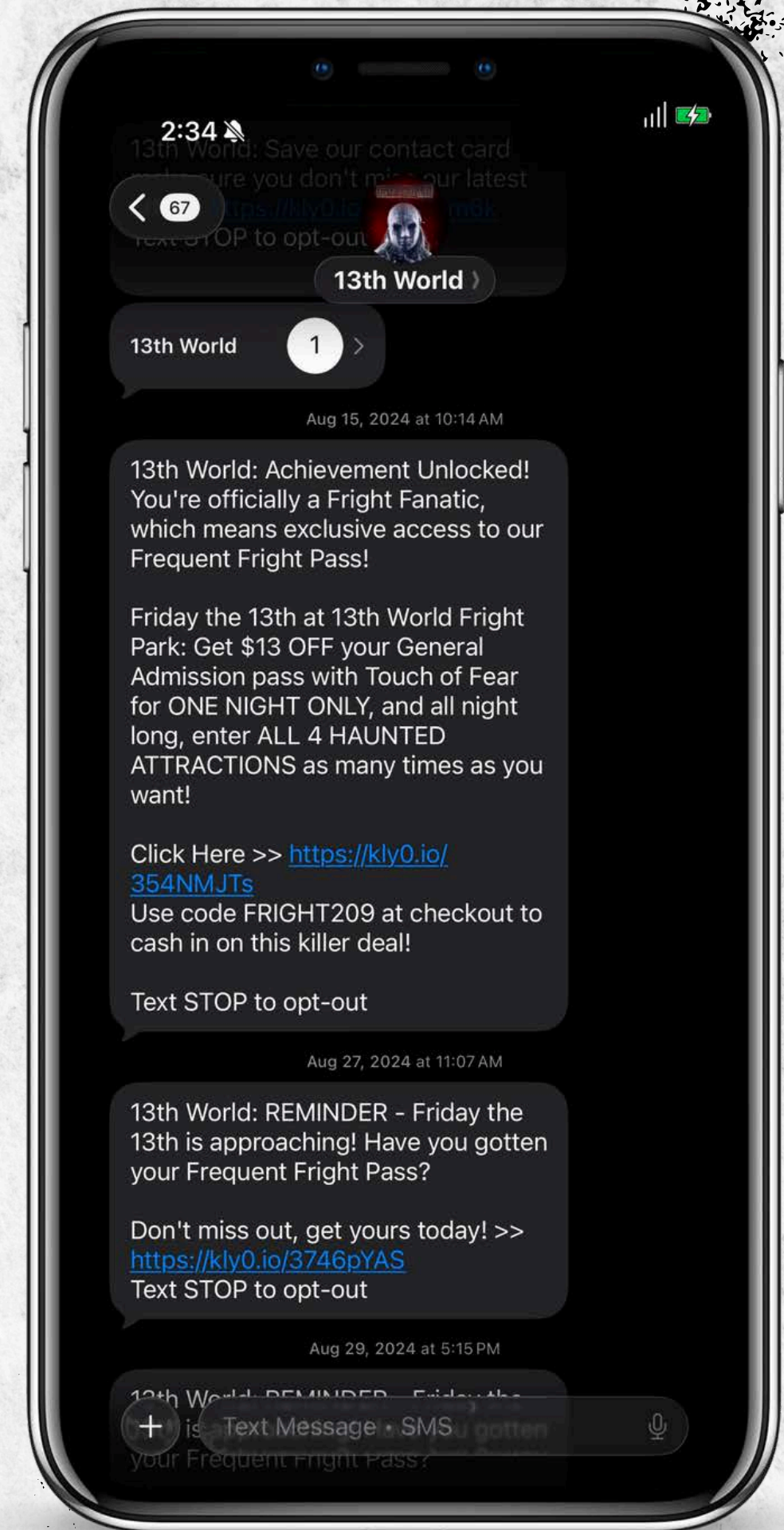
NO, THANKS

# NOSFERATU IN ACTION

## STEP 4: FUNCTION & FORMS

How will this process work from beginning to end?

Once they join, subscribers are entered into an automated flow, which will send them an SMS message with the offer details, including a unique promo code.



NOS **F**ERATU  
IN ACTION

## STEP 4: FUNCTION & FORMS

How will this process work from beginning to end?

The subscriber would then purchase their Frequent Fright Pass via 13TH World's ticketing platform, using their unique promo code to get the discount.



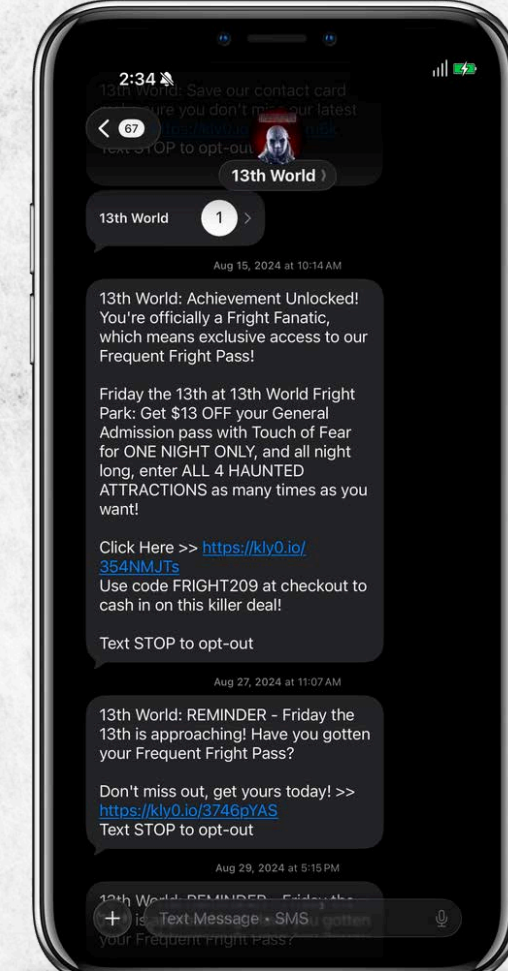
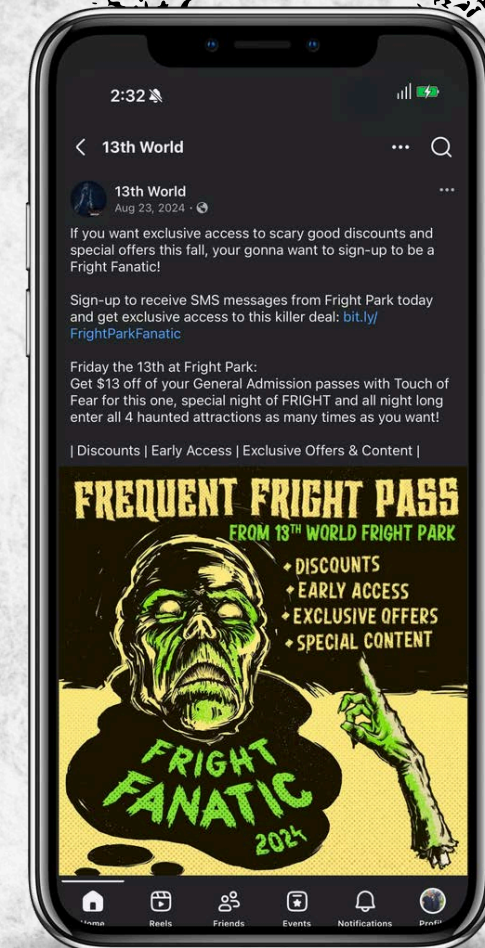
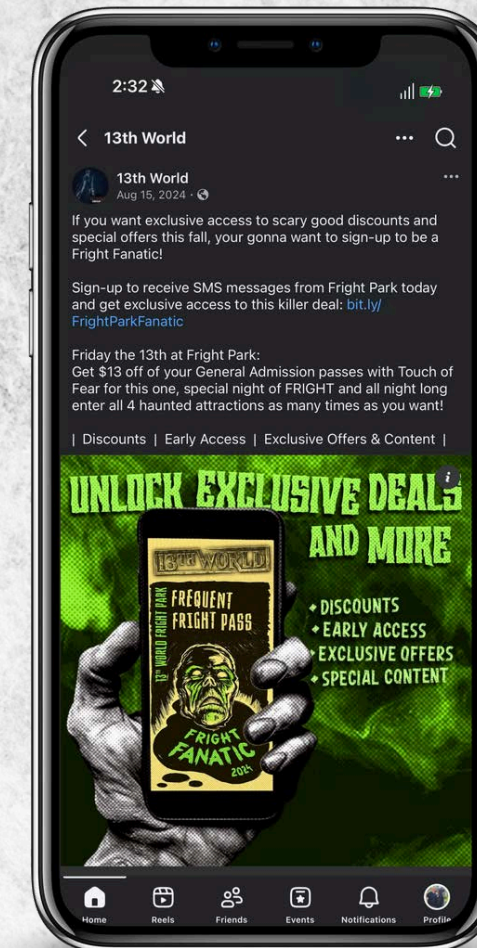
# NOSE FERATU IN ACTION

## STEP 5: EXPERIENCE DESIGN

What assets do we need to make this work?

Pieces needed:

- Subscription Form
- Social Graphics & Post Copy
- Marketing Emails
- SMS Messaging with Offer
- Unique promo codes



**NOSFERATU**  
**IN ACTION**

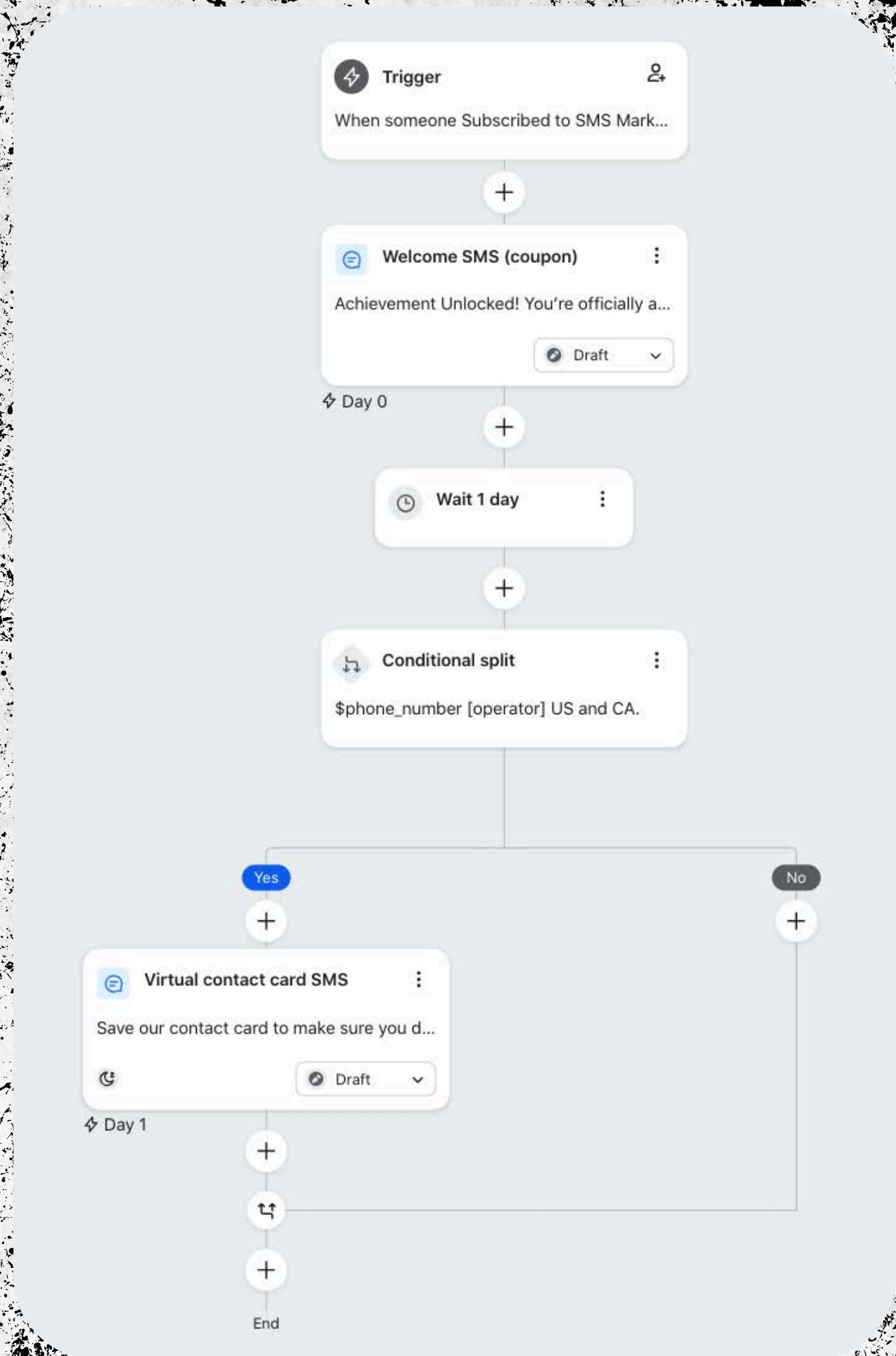
## **STEP 6: ROLLOUT CHECKPOINT**

In this case, since it was a brand new SMS program, there were no existing subscribers to send the offer to.

# NOSFERATU IN ACTION

## STEP 7: AUTOMATE

Once all of the other pieces were in place, we created the automated flow that would send the offer details to new subscribers.

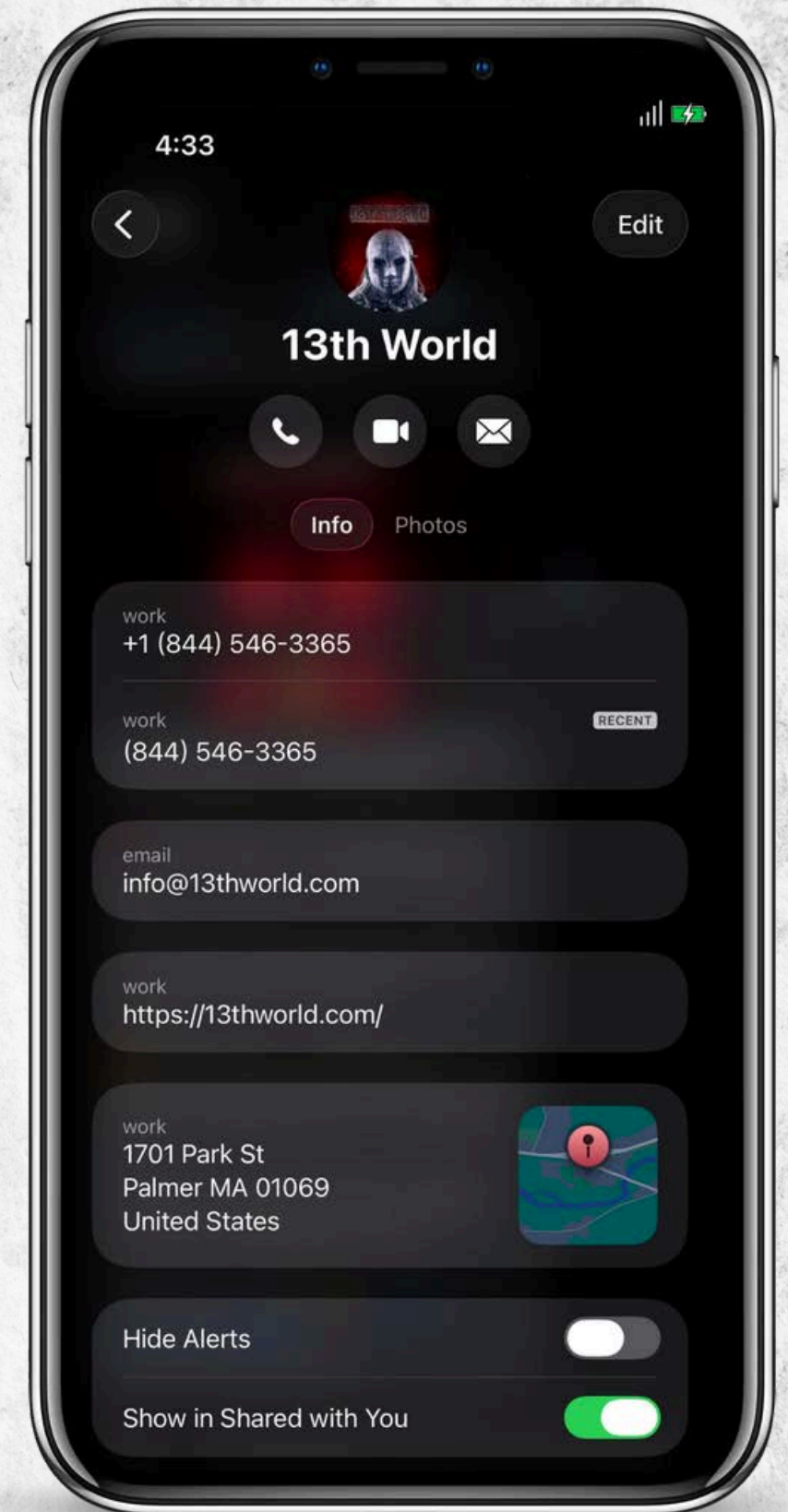
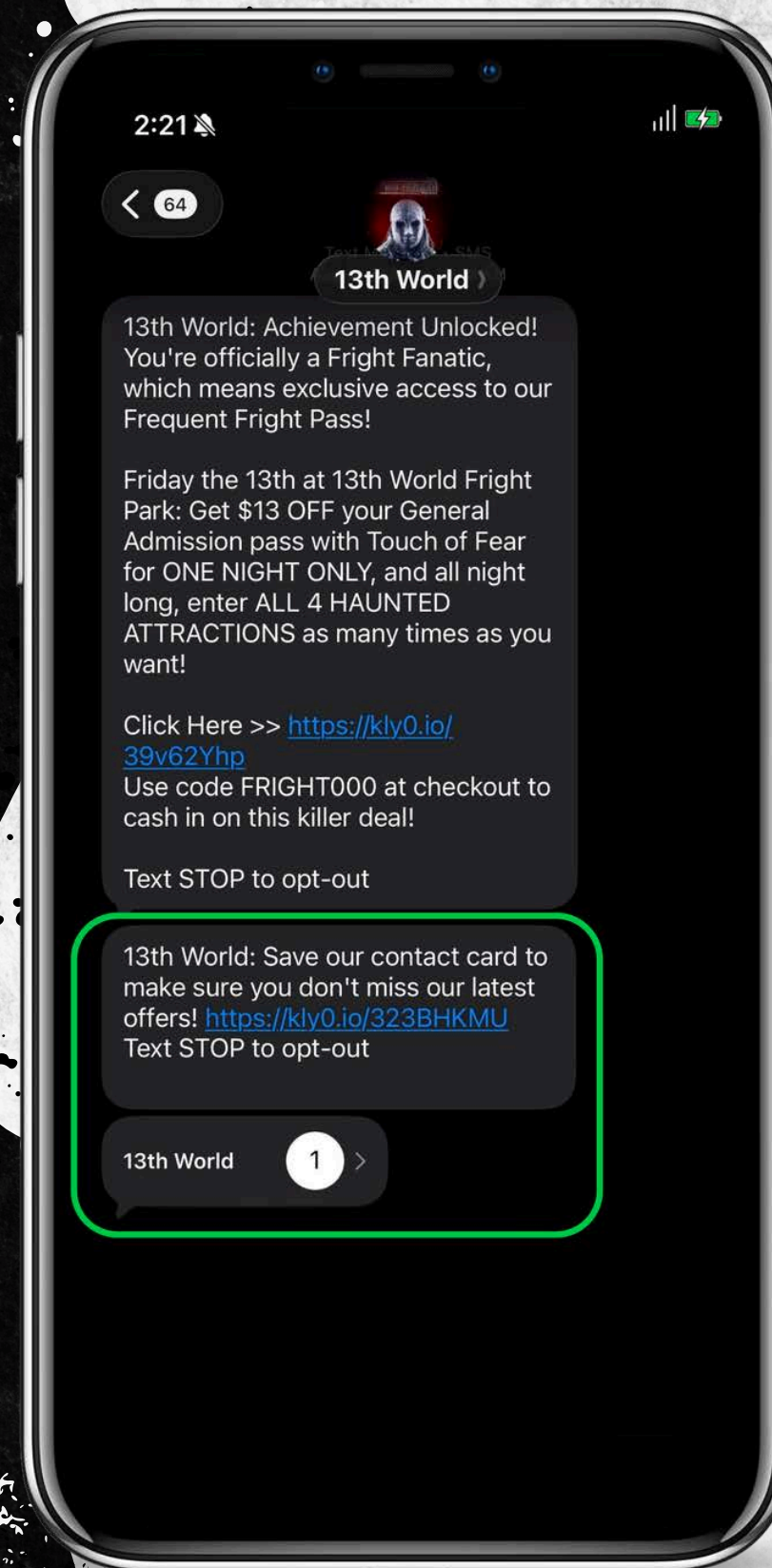


# NOSFERATU IN ACTION

## STEP 7: AUTOMATE

Once all of the other pieces were in place, we created the automated flow that would send the offer details to new subscribers.

\*\*We added a step to this flow that would send out a message with 13th World's contact card 1 day after initial subscription. This is an important step. Properly setting up your contact card and encouraging subscribers to save your info to their phone will make them more likely to continue to engage with your messages in the future.



# NOSEERATU IN ACTION

## STEP 8: TEST & DEPLOY

We tested our automation by subscribing to the SMS list and making sure we received the messages as anticipated.

Once we were sure everything was working properly, we deployed our social posts and marketing emails promoting signups.

# NOSEERATU IN ACTION

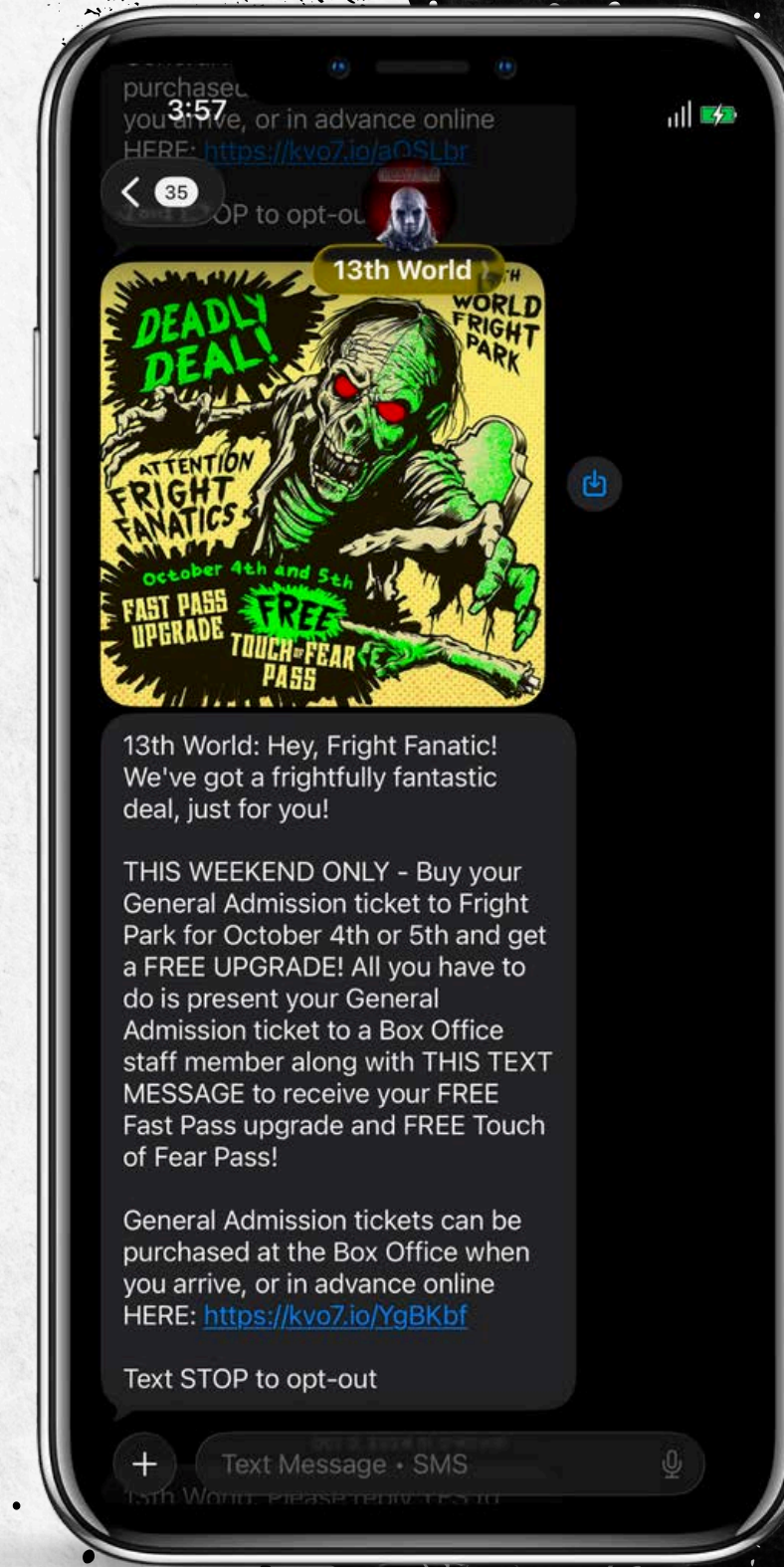
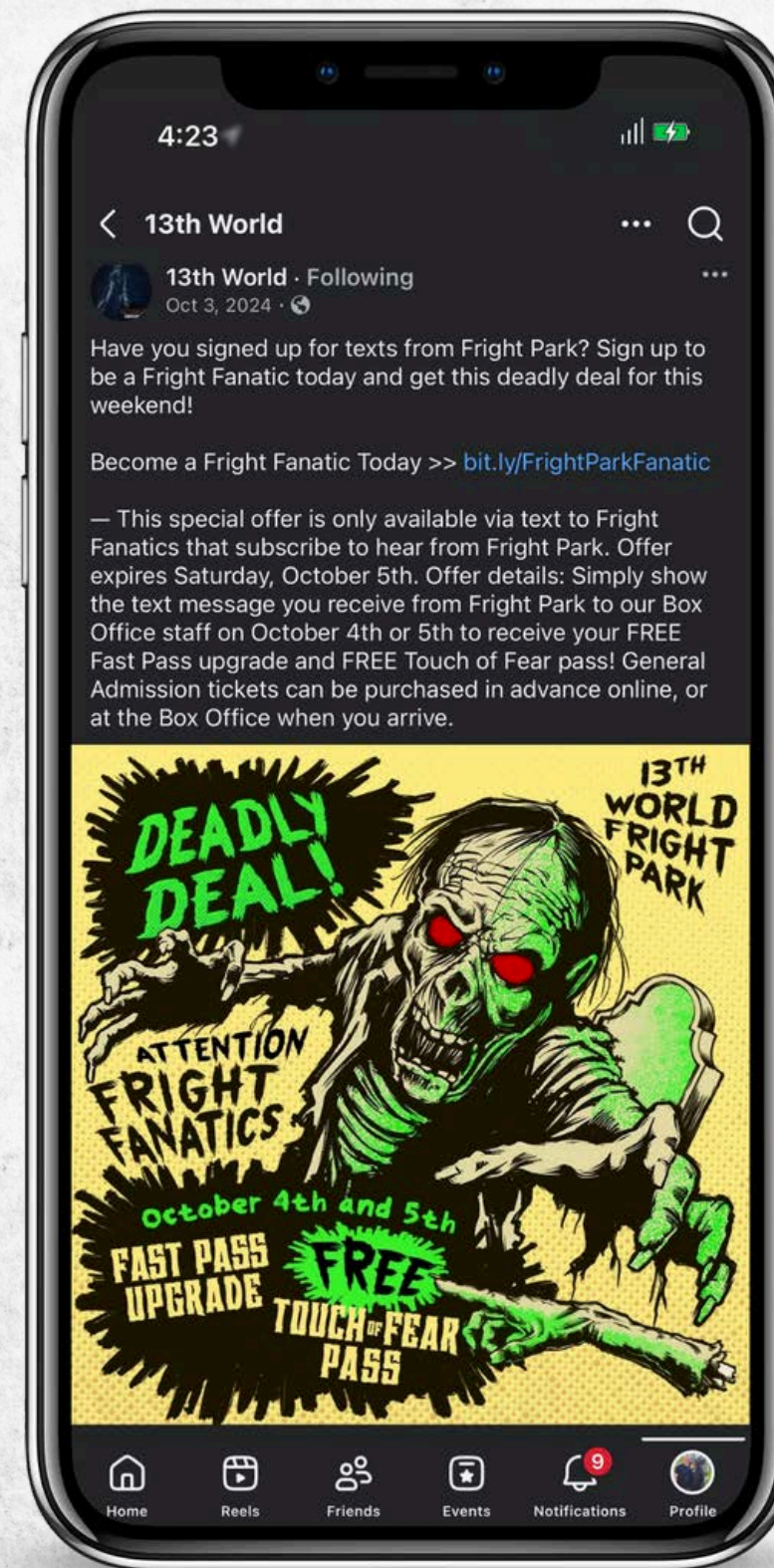
## STEP 9: USER PERFORMANCE DATA REVIEW

We checked the performance metrics frequently for the first few days after kicking off the Fright Fanatics program to ensure everything was working as expected, and that the SMS list was growing.

# OFFER #2

13TH World Fright Park launched a second Frequent Fright Pass incentive offer for new and existing subscribers at the beginning of October.

- Valid for one weekend only, launched earlier the same week to create urgency.
- Purchase a General Admission ticket and get a free upgrade to Fast Pass with Touch of Fear upon arrival at the haunt.
- This offer worked a little TOO well.



## SMS Audience Growth

13TH World gained their new SMS subscribers from August - October 2024.

- \*548% higher growth than clients not using the NOSFERATU method during the same time frame.

# THE RESULTS

## Click Performance

Average click rate of 13.46%, compared to typical email click rate of 2.5% or less.

# CASE STUDY #2

# THE DENT SCHOOLHOUSE

Cincinnati, OH

## The Dent Schoolhouse

Expansion of an existing SMS Program

### GOALS:

- Grow the current SMS audience
- Find new ways to interact with the SMS audience
- Drive ticket sales .

# **NOSFERATU** IN ACTION

## STEP 1: NAME

For The Dent Schoolhouse, we wanted a name that played into the schoolhouse theme of the attraction.

### FINAL NAME:

## THE DENT DISHONOR ROLL

- Plays on the classic school “Honor Roll” concept with a dark twist
- Memorable name that reinforces exclusivity

The Dent Schoolhouse:  
Congratulations! You've made the Dent Dishonor Roll. Your family must be so proud.

Stay tuned for offers and updates!  
Text STOP to opt-out

# NOSEERATU IN ACTION

## STEP 2: OFFER

We didn't just want more subscribers. We wanted subscribers who BUY.

### GOALS:

- Offer a compelling incentive to attract new SMS subscribers
- Create an offer strong enough to drive immediate ticket sales



25% Off any ticket for any September date

This is a strong offer because:

- It provides significant savings
- It is very clear and easy to redeem

# NOSEERATU IN ACTION

## STEP 2: OFFER

This initial offer worked so well that The Dent Schoolhouse decided to provide a new incentive offer every week of the 2025 season.

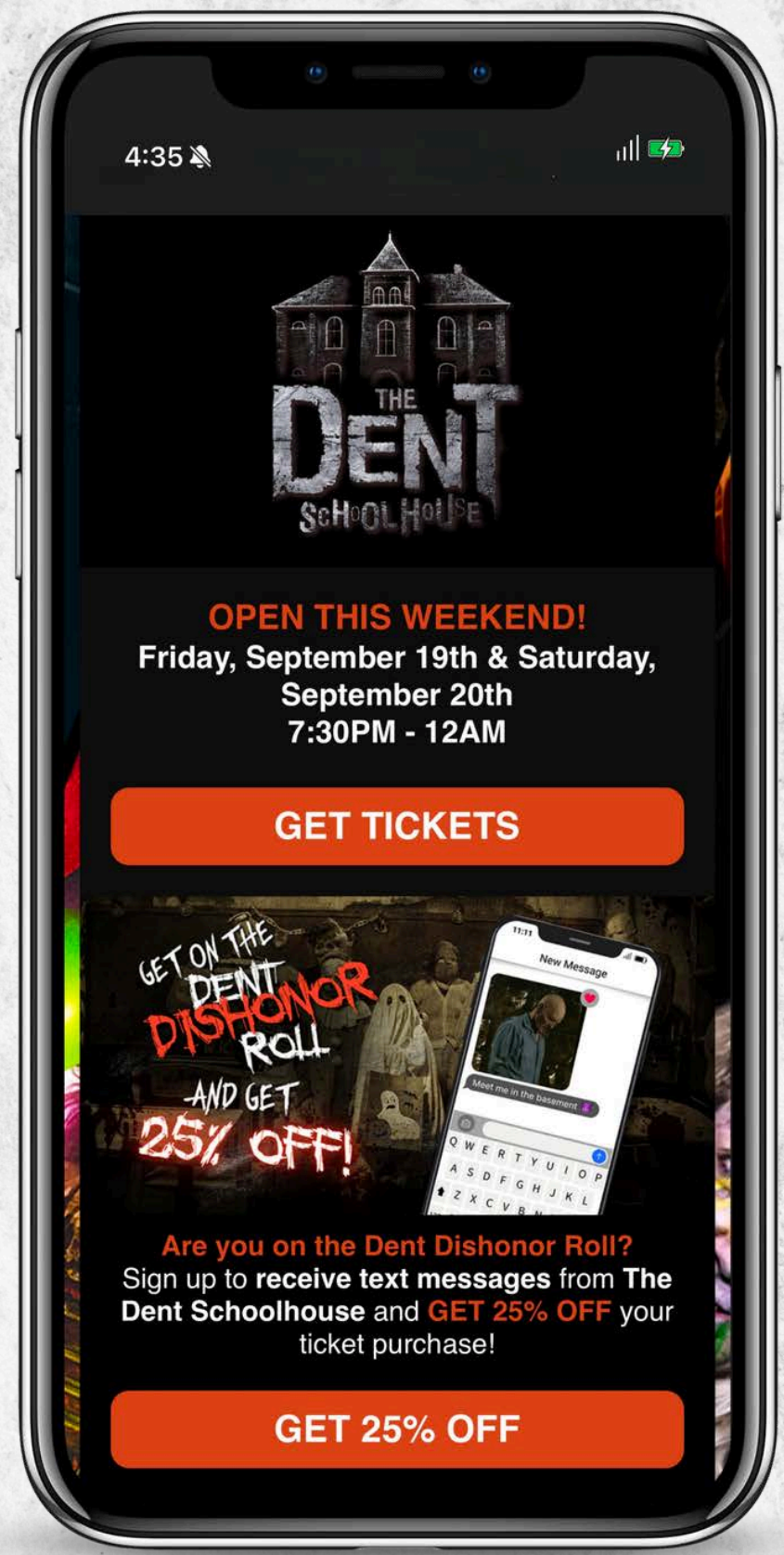
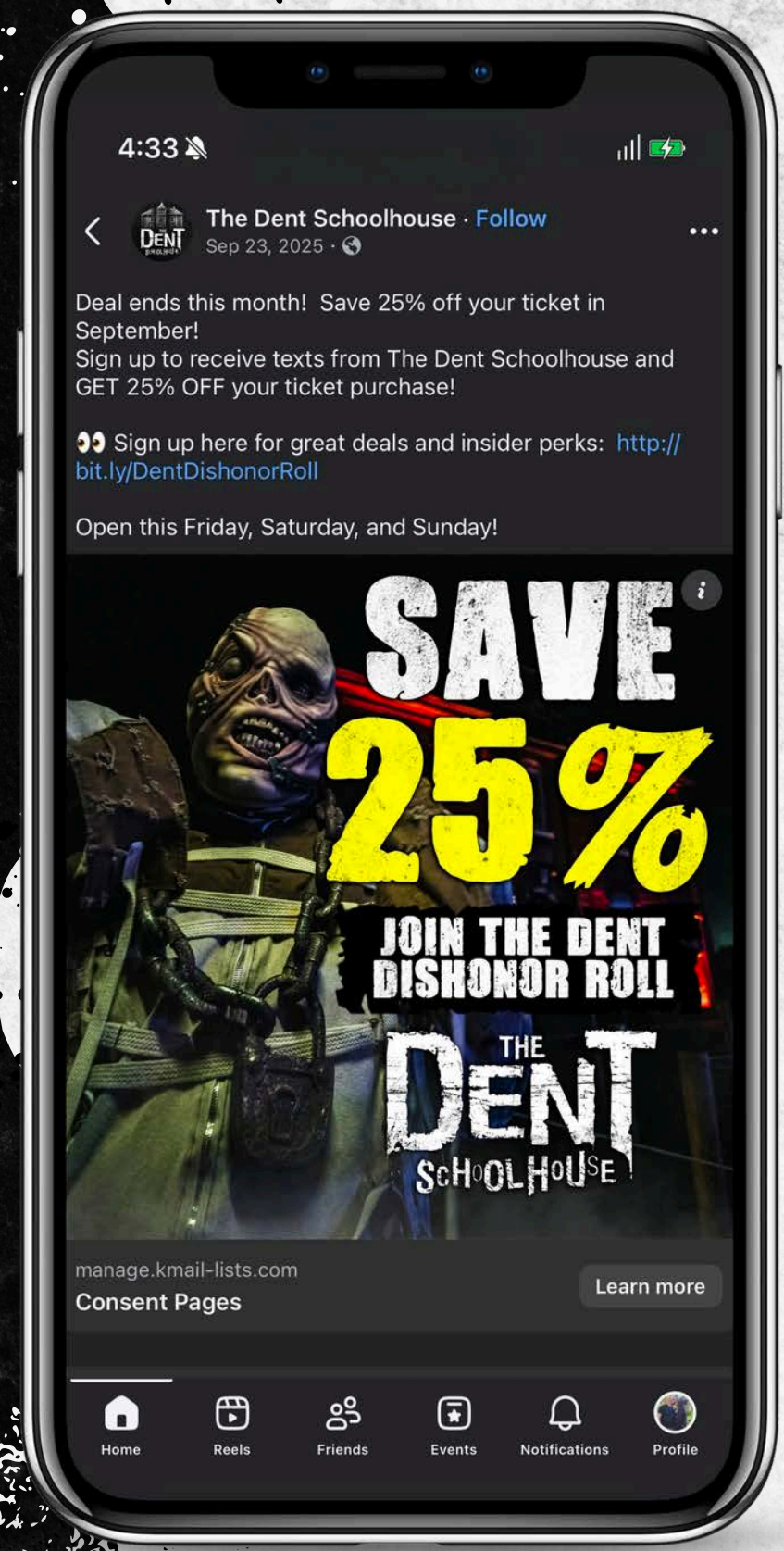


# NOSFERATU IN ACTION

## STEP 3: STRATEGY

### INITIAL STRATEGY:

- Promote the SMS program via email and social media

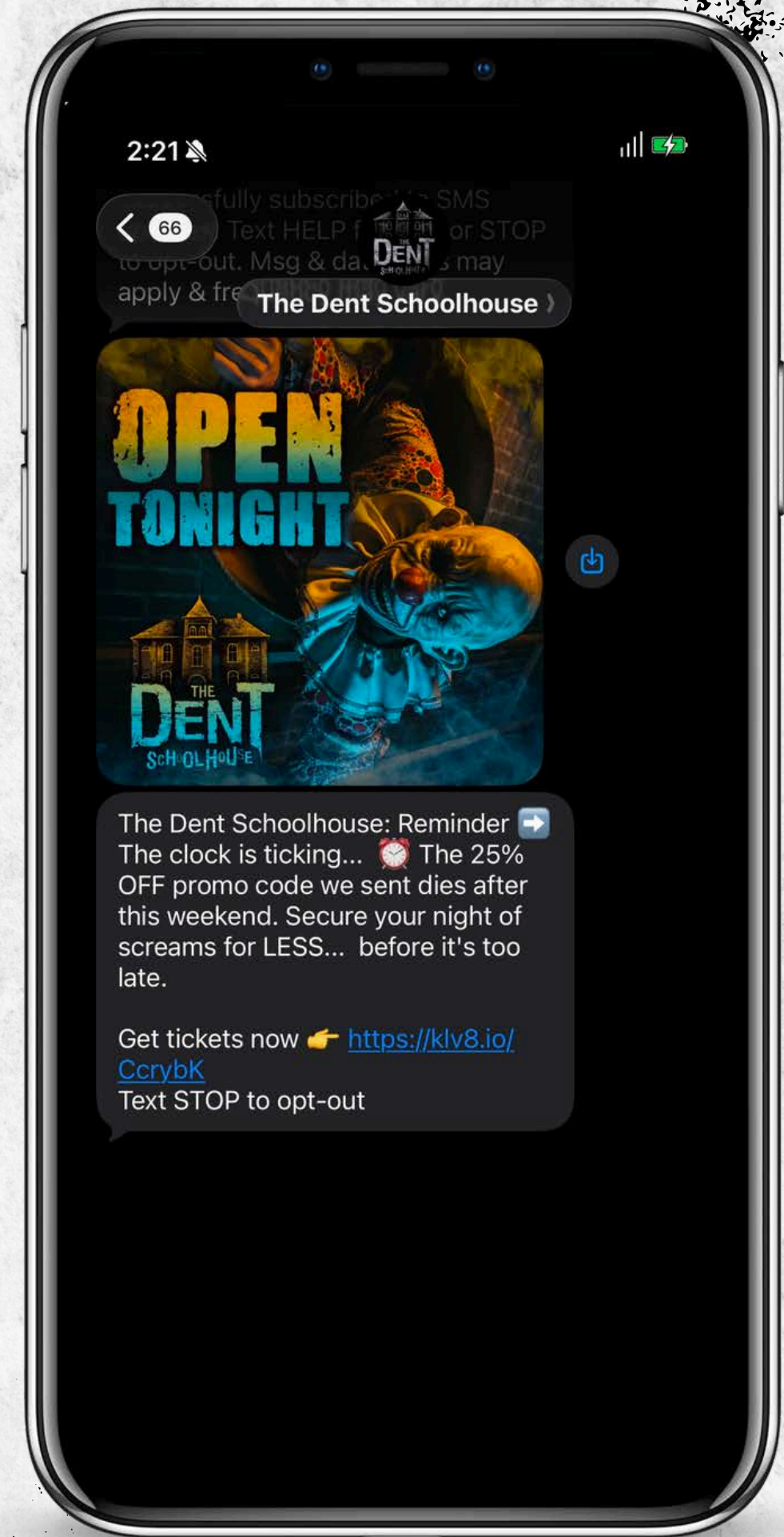


# NO SLEEPER ATU IN ACTION

## STEP 3: STRATEGY

### INITIAL STRATEGY:

- Promote the SMS program via email and social media
- Send a reminder text to all subscribers a few days after starting the initial push

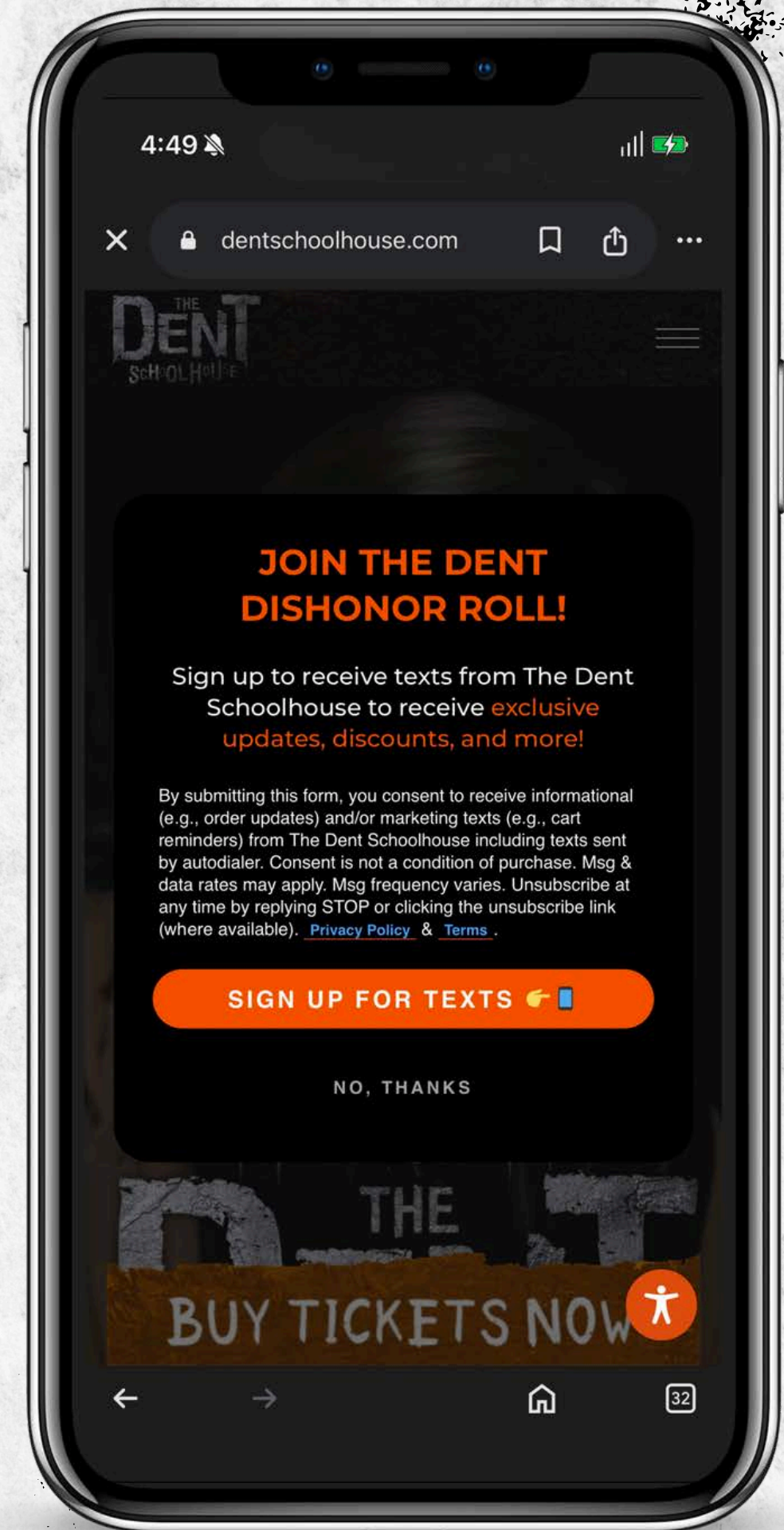


# NOSEERATU IN ACTION

## STEP 3: STRATEGY

### INITIAL STRATEGY:

- Promote the SMS program via email and social media
- Send a reminder text to all subscribers a few days after starting the initial push
- Install a pop-up subscription form on Dent's website

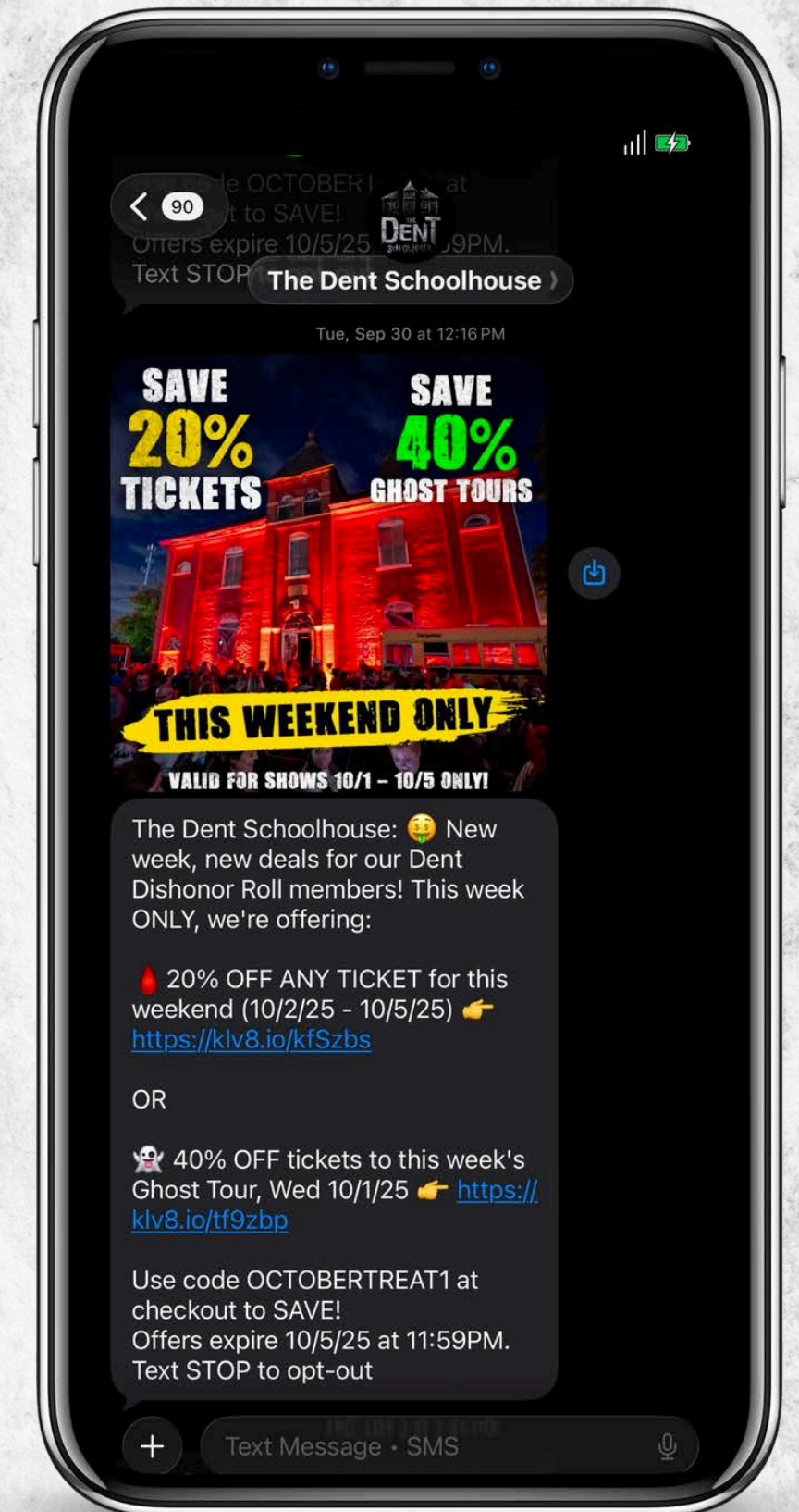
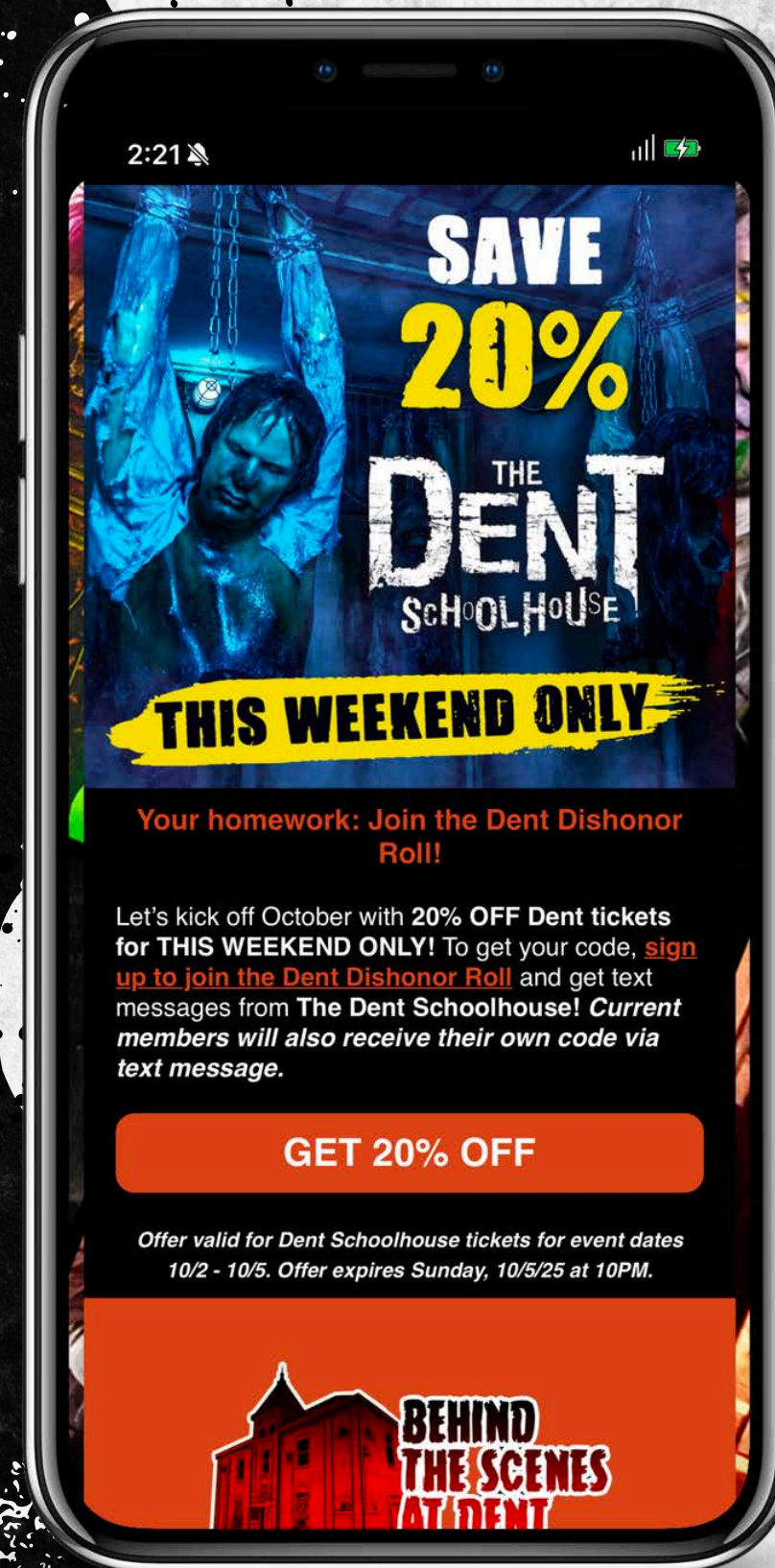


# NO SUFFERAGE IN ACTION

## STEP 3: STRATEGY

### SUBSEQUENT WEEKLY OFFERS:

- Weekly emails and social posts to promote new subscriptions
- Send out SMS campaigns to existing subscribers, continue to deliver value



## SMS Audience Growth

The Dent Schoolhouse gained over 3,000 new SMS subscribers between September 2025 and November 2025.



# THE RESULTS

## Click Performance & Conversion

- Average Campaign CTR of 5.22%
- Initial Welcome Flow conversion rate of 17%



# FEARWORM

Looking to add a killer SMS strategy to your event marketing? Contact us today!

CONTACT FEARWORM



CLICK HERE!

FEARWORM.COM