

# PICK 6

Marketing is making people want to buy something and getting them to purchase it. Pick six marketing tactics from the list below that you think will work at your school to sell yearbooks and ads.

# MARKETING MENU

## Student Marketing Manager

Find an outgoing student and make their sole responsibility to market and sell the yearbook. Remember to hold them accountable! Go to [walsworthyearbooks.com/train](http://walsworthyearbooks.com/train) for resources to help your student marketing manager.

## Email Marketing

Statistics show email is an effective method for reaching adults and getting them to buy. We'll take the stress out of email marketing by emailing parents once a week on behalf of your school. Go to [walsworthyearbooks.com/pep](http://walsworthyearbooks.com/pep) to get signed up for our effective Parent Email Program (PEP).

## Guerrilla Marketing

These are unconventional low-cost ways to get your message to the people who will buy the yearbook. There are countless ways to do guerrilla marketing. Here are a few ideas to get you started:

- Clock banners
- Restroom stall signs
- Yard signs
- Fake notes
- Photo booths
- Fake parking tickets
- Vending machine labels
- Sidewalk chalk
- Theme weeks
- Charity day donations

## Web Banners

Advertise where parents go most. Work with your school's website administrator to place a banner on the most visited page of your school website that lets parents know yearbooks and/or ads are on sale. If you are using online sales, this banner links directly to [yearbookforever.com](http://yearbookforever.com).

## All-calls

Use your school's phone messaging system to tell parents when and how to purchase. Keep it short: limit your message to 20 seconds or less. This is a great way to reach parents who may not use email. If your school uses an all text system, you could utilize that also.

## Registration/Back-to-school Events

Get a jump-start on yearbook sales by allowing parents to order during the registration process. Strategically position your sales table to make it impossible for parents to complete registration without knowing the book is for sale.

- List yearbook on fee sheet
- Promote yearbook in school newsletter or e-newsletter
- Set up sales table
- Front office phone scripts/flyers
- Hand out ordering information
- Coordinate with clubs and organizations

## □ Social Media

Parents and students visit social media sites every day. Use them to promote your yearbook message and see how many likes, followers and shares you can get on your yearbook page's posts. Use our social media calendar located on the Marketing Help page.

- Fun promotions
- Contests
- Surveys
- Sneak-peeks

## □ Sales Tables

Set a table up in the cafeteria for a week. Also, identify the school events most highly attended by parents, like school plays, football games and parent-teacher conferences, and set up a sales table to sell and promote the yearbook.

**Make yearbook visible!**

- Have samples of last year's book.
- Hand out ordering information for the yearbook and ads.
- Be prepared to accept payments for the books.

## □ Customized Marketing

Use actual photos from your school, school colors and the school mascot on flyers and postcards you send to parents. Parents react to photos of students they recognize. Walsworth can help by creating the items for you.

- Flyers with an order form
- Postcards
- Bookmarks
- Posters and more

## □ Videos

Have your staff create a funny video about the yearbook and watch the yearbook message spread. Don't worry about making the video perfect – the funny ones are more likely to get shared.

- Play during daily announcements
- Post to social media

## □ Cultural Marketing

Use marketing materials that speak directly to your bilingual parents with a yearbook message that explains what a yearbook is and how it celebrates their child's accomplishments. If your school has a 20%+ enrollment of any culture, you should be spreading the yearbook sales information in both English and the other spoken language. If you provide the translation, Walsworth can help with customized flyers, postcards, banners and more.

- Flyers
- Postcards
- Email
- Vertical vinyl banner
- All-call message

Don't forget – it's all about getting your marketing in front of both parents and students, multiple times and in multiple ways. Get creative!

### Helpful Resources

Marketing Help Page

[walsworthyearbooks.com/marketing-your-book](https://walsworthyearbooks.com/marketing-your-book)

Training Resources

[walsworthyearbooks.com/coverage](https://walsworthyearbooks.com/coverage)

Blog

[walsworthyearbooks.com/blog](https://walsworthyearbooks.com/blog)

Order Customized Marketing

[walsworthyearbooks.com/order-customized](https://walsworthyearbooks.com/order-customized)

PEP

[walsworthyearbooks.com/resources/pep](https://walsworthyearbooks.com/resources/pep)