

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

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

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
- QR code stickers
- Fake parking tickets
- Vending machine labels
- Sidewalk chalk
- Theme weeks
- Charity day donations

Find more ideas and templates at walsworthyyearbooks.com/marketing

Student Marketing Manager

Find an outgoing student and make it their sole responsibility to market and sell the yearbook. Remember to hold them accountable! Go to walsworthyyearbooks.com/marketing for resources to help your student marketing manager.

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 for sale. If you are using online sales, this banner will link directly to yearbookforever.com.

Social Media

Parents and students visit social media sites every day. Use them to promote your 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

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 imperfect and funny ones are more likely to get shared.

- Play during daily announcements
- Post to social media

□ 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
- Order Cards
- Banners
- Posters and more

□ 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 to get signed up for our effective Parent Email Program (PEP).

□ All-calls/SMS Texts

Use your school's phone messaging system or SMS text system to tell parents when and how to purchase. Keep it short: limit your message to 20 seconds or less for all-call and a few sentences of text. This is a great way to reach parents who may not use email.

Sample all-call script: *Have you bought your student's (school name) yearbook yet? If not, check out our booth at (event) on (date and time). You can pay by cash, check or credit card. Don't wait – our special price of \$(cost) ends after (deadline)! Buy your student's copy this week!*

□ Sales Tables

Make yearbook visible! Set up a table 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. Don't forget to make sure your audience sees your photographers capturing photos at these events, too.

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

□ Cultural Marketing

Use marketing materials that speak directly to your bilingual parents with a yearbook message explaining 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
- Emails
- 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 Page

walsworthyearbooks.com/marketing

Training Resources

walsworthyearbooks.com/training

Order Customized Marketing

walsworthyearbooks.com/order-customized

Blog

walsworthyearbooks.com/blog

PEP

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