

TIMELY TIPS

Marketing

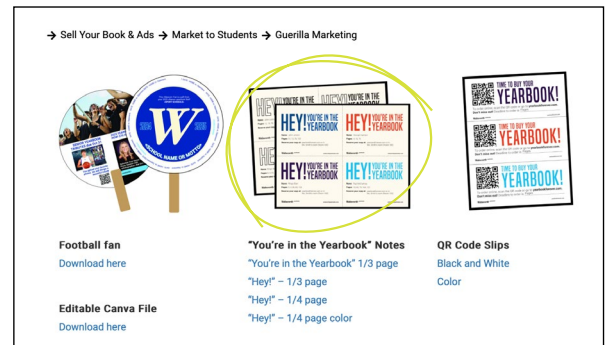
Back to School Sales

OBJECTIVE

Students will use guerilla marketing techniques to identify non-buyers for the “You’re in the Yearbook” campaign, gather data through staff-submitted forms on the website and share insights with classmates to develop strategies for increasing yearbook sales.

MATERIALS NEEDED

- Computers with internet access
- List of non-buyers by student name
- “You’re in the Yearbook” notes from Walsworth Yearbooks
- Printer
- Sticky notes
- Pencil/pen and paper



PART 1

INTRODUCTION

- Briefly review guerilla marketing: Unconventional, low-cost marketing techniques aimed at obtaining maximum exposure for a product.
- Discuss how segmenting non-buyers will allow for a more targeted approach.

PART 2

RESEARCH PREPARATION

- Divide students into pairs or small groups.
- Create a form of non-buyers by student name in alphabetical order. If you are using Online Sales, this information is available in Yearbook 360.
- Assign pairs or small groups a letter group to be responsible for. Ex: A-C, D-F, etc.

PART 3

CRAFTING QUESTIONS

- Encourage students to consider where they would be most likely to see these “You’re in the Yearbook” notes. Ex: Homeroom, cafeteria, etc.
- Create an action plan, outlining when you will complete the notes and how they will be distributed.

PART 4

CONCLUSION

- Ask students to reflect on what they learned and how they can apply these skills to future projects.