



**Set
the
Stage**

**Student
Marketing
Manager**

Student Marketing Manager

Job Description

The role of the Student Marketing Manager is to plan, implement, manage and measure a yearlong marketing campaign. The marketing campaign should gain awareness of the yearbook, build the value of the yearbook among the target segments (parents, students and community businesses), and ultimately sell more yearbooks than the previous year. The Student Marketing Manager will work with the adviser, editor and others to set budgets for marketing expenditures and also track income.

Job Responsibilities

- Schedule and lead a weekly marketing meeting with the adviser and yearbook staff to discuss the current status of sales, campaigns, weekly goals and upcoming deliverables.
- Schedule, promote and manage yearbook kiosk at school events.
- Set up and manage yearbook Fan Page on Facebook.
- Set up and manage yearbook Twitter Page.
- Facilitate team competitions across groups such as grades, homeroom classes, clubs. Whichever group buys the most books gets a prize. Prize can be two additional pages of coverage in the book, a pizza party – something students would value.
- Involve the school marketing or business classes to assist with the marketing plan, including implementation and sales help.
- Work with art and web design classes to assist with artwork design.
- Work with the school webmaster to get yearbook banner ads placed on school website.
- Utilize the yearbook marketing items provided by Walsworth.
- Develop ongoing emails to send out to parents, students and businesses on a regular schedule. If needed, do a drive at school registration, parent-teacher conferences, plays and other events to get parent email addresses.
- Utilize any outgoing school mailing to alert parents to yearbook sales.



Marketing Ideas

Follow these easy strategies and you're well on your way to building awareness, excitement and sales!

Kiosks

Set up a kiosk with computers and banners to get parents' attention at school registration, parent-teacher conferences, sporting events, plays or other events that parents attend. Be sure to announce to parents and students that yearbooks will be sold at these events.

Facebook Fan Page

Set up and manage your school's yearbook Fan Page on Facebook. Do a drive for fans within the school. For example, offer the first 50 fans on your page a guarantee of a certain number of photos in the yearbook, and then the next 50 fans a free yearbook option or a lower number of guaranteed photos in the yearbook.

Videos

Work with your school's video class to create fun videos that play off well-known commercials or build the value of the yearbook. Don't be afraid to look silly – those are the best videos! Then ask if you can add videos to your school's website. Post them to your Facebook Fan Page and to YouTube. Get them included in the morning video announcements, or just use the audio for non-video PA announcements. Encourage the staffers to share these videos with everyone they know.

Teaser Campaigns

Build anticipation for the yearbook with a teaser campaign for students – think of it like a slow unveiling of a piece of art. The days of secrecy behind the yearbook are gone. Many expect instant gratification these days and the more you include others in the book, the more successful you will be at selling yearbooks!

- Start by letting students submit ideas for the theme and then the staff selects one. Or, let the staff determine four to five themes and then the student body selects one.
- Encourage the school community to submit their own photos for consideration in the yearbook. This is easy to set up via Community Upload. In every marketing item, explain how easy it is and include instructions for parents and students to submit their photos.
- Once your cover is designed, work with the art and web design classes to create posters, locker magnets, water fountain/window decals, school website banners, yearbook staff T-shirts and more that look like your yearbook cover.
- Make the messaging fun.
 1. Use an excitement-type message – It's Coming...Are you ready?, or What are you waiting on? Buy today at (____).
 2. Or try an inclusion-type message – Don't get left behind. Buy today at (____).
- Give sneak peeks of photos you are using in the yearbook. Upload these photos for video announcements, as screen savers in the computer labs, libraries, classrooms and school TV channel. Upload to your Fan Page and send out an announcement to your fans. Walsworth can also provide you with a Photoshop Action that will stamp each of your images with your yearbook order link and school name so the message is reinforced each time an image is displayed.
- Create "You're in!" cards to send to students and parents who are in the yearbook but have not yet purchased. Let them



know they're definitely in the book, and on which pages, and encourage them to purchase.

- Create fake parking tickets that explain how to order the yearbook and put under the windshield wipers of cars in school parking lots.

Walsworth Marketing

Use the yearbook marketing materials provided by Walsworth – display posters, hand out fliers, use the newspaper copy and PA announcements, send the email templates, mail postcards.

- Four campaigns to consider this school year:
 - **Student Scholarship Sweepstakes:** Any student can enter to win a \$1,000 scholarship at yearbookforever.com/win.
 - **It's Worth It Promotion:** The three yearbook staffs that sell more yearbooks, more ad pages, or more yearbook options will each win \$1,000 to use for their yearbook program.
 - **Customized Marketing:** Customize and order school-specific marketing materials.
 - **Key Events Marketing:** Use Walsworth's marketing team to develop emails about your school events. We can send the emails out on your school's behalf, or we can send the email copy to you and the school can send.

Staff Competitions

Take the student body and divide it by the number of yearbook staffers. Each staffer will have a set number of students they are responsible for marketing to. Staffers can get creative and use whatever methods they want (notes, emails, phone calls, locker signs). Offer prizes to the winning staffers. Variation: Give each staffer specific homerooms. The staffer will be responsible for getting these students to purchase. Offer prizes to the winning homerooms.

Existing Communications

Utilize any outgoing school mailing to alert parents to yearbook sales. Add notes to report cards, school newsletters, as a footer in school emails, parent review/signature pages. Does your school work with an online grade site? Ask about including yearbook-specific messaging on their site.

Additional Items to Reference

- Walsworth's *Our Marketing Plan* document
- Walsworth's *The Yearbook Suite*, Set 3: Business
- walsworthyearbooks.com > Idea File for great ideas from advisers, students and the Walsworth staff
- Marketing Help Page > walsworthyearbooks.com/marketing-help for all of Walsworth's marketing items
- Walsworth's *Promoting Your Yearbook in the Facebook Era* eBook
- Walsworth's *Yearbook Sales Using Kiosks* document

