



**Set**  
the  
**Stage**

**Yearbook  
Sales Using  
Kiosks**

# Yearbook sales using kiosks

Yearbooks can be sold using a variety of methods, and using more than one method is optimal. Walsworth wants to help you with kiosk sales — physically taking your sales to your potential buyers.

While we are calling these kiosk sales, in this case kiosk is just a fancy word for sales table. But if you pay special attention to where you place it and how to arrange it to make sales fast and convenient for your customers, you should be able to reach more of your customers and possibly increase your sales — which is what a kiosk is all about.

The following are ideas to consider when setting up your kiosk.

## Recommended materials needed for kiosk

- One, two or more laptop computers
- Order forms for people unwilling or unable to pay online
- Cash box — Do not turn away people willing to pay cash; start with enough money to make change.
- Receipt booklet
- Power cords
- One or more tables, depending on the number of order-taking stations
- Internet connection — You may need wireless internet cards if you cannot connect to the school's network or if your event is away from school.
- Assign one person per laptop/table, and at least one person to “work the crowd.”
- Create large banners or signs to advertise the kiosk, and post them around and outside the kiosk area.
- For a professional appearance, use a table skirt or tablecloth.
- Display previous volumes of your yearbook. It helps to have a product to show — especially for those in your community who may not be familiar with the yearbook or, for that matter, what a yearbook is.
- Pens and paper
- Fliers or postcards — Use these to promote [yearbookforever.com](http://yearbookforever.com) and/or future kiosk events to people who come to the kiosk but are not prepared to buy today.
- “I bought a yearbook” stickers — Give them to buyers, so they can be a walking promotion for your sale.



## Kiosk Location

The goal of kiosk placement is to find a location with high foot traffic and people who would be likely to purchase a yearbook.

## Target school events with parent participation

- Registration — Place your table in sequence with other stations that parents must visit during the registration process; avoid placing your table among all the other organizations promoting their ventures.
- Back to School Night/Open House
- Homecoming events — Also sell leftover books from previous years.
- Parent/Teacher Conferences
- Fun Nights/Special events
- Holiday events — Promote the yearbook as a gift.
- Sports events — Consider which regular games and tournaments would be best for sales. Give a script about the sale to game announcers, radio commentators and web-streaming announcers.
- Homecoming Events
- Band/Orchestra/Choir concerts
- Dance Corps performances
- Plays
- Talent show
- Graduation ceremony — Sell extra books or pre-sell for next year.

## Target school events with student participation

- Lunch period (cafeteria)
- Common area on school campus
- Assemblies
- Outside yearbook room

## Think outside the school

- Contact businesses to sell yearbooks out front, such as grocery stores.
- Contact radio stations to arrange remotes. Combine with an event at a local business for maximum impact. Encourage radio stations to give out small prizes.
- Have a kiosk at community festivals. Contact your town's Chamber of Commerce.
- Have a kiosk at memorial events such as a 5K Run/Walk or marathons. Focus on events that are a memorial to a student.
- Have a kiosk at local parades. And, ask if you can enter a yearbook float in the homecoming parade to raise awareness of the yearbook.



79 in. by 32 in. banner

## Promotion

The key to a successful kiosk event is to promote before, during and after the event. Look for ways to draw attention to your sales event that are different than those used by all the other school organizations hawking their products.

### Before

- Flier/Postcard — Put ordering information on it and distribute to advertise the kiosk event, or give to people at the kiosk who do not order.
- Make large signs — Signs must be visible to passersby even if a crowd is standing in front of the kiosk.
- Make more large signs — Place in a high-traffic area and near kiosk to promote **yearbookforever.com**. Place signs to greet people from all directions and lead them to your kiosk.
- Have yearbook staffers wear promotional T-shirts, buttons and/or stickers that promote the event.
- Enlist the faculty and staff. Give them promotional T-shirts, buttons and/or stickers. Try to get 100% participation; maybe stagger the participation during the week. For example, the cafeteria staff wears shirts one day and front office and administrators on another.
- Establish ways for people to win discounted books or free options during the kiosk event. For example, if kiosk is at a sporting event, assign one player as the Yearbook Player of the Week and each time that player scores, give a discount or free option for books purchased during that event. Determine other ways to get the audience excited and involved with the event and your sales.
- Spread the word using:
  - School website
  - PA announcements
  - Facebook and other social websites; ask your rep or CSR about our exciting new Facebook eBook. It will tell you everything you need to know about starting a Facebook fan page for your yearbook program.
  - School newspaper
  - Parent newsletter
  - School's automated phone messaging system
  - Script for game announcers
  - Posters
  - Locker stuffers
  - Car window fliers, making them look like parking tickets to get attention
  - Email to parents promoting upcoming kiosk events

### During

- Make it easy to find yearbook staff members by having them wear a staff T-shirt or special promotional shirt at the kiosk.
- While one person is assigned to each computer, assign at least one person to “work the crowd.” Get the entire staff involved; create a staff contest to see who can attract the most people to the kiosk.
- Greet people arriving, making sure they know the yearbook is on sale and where.
- Thank people leaving, especially those wearing an “I bought a yearbook” sticker. Hand out fliers or postcards to non-buyers promoting the next event or alternative ways to order.
- Collect email addresses. If parents are unable to purchase the book at the event, get their email address so you can send them a personalized message after the event.
- Make sure everyone working the kiosk knows when the next kiosk event is scheduled and knows to direct people to **yearbookforever.com**.

- Do whatever you can to keep your event visible. Have a “dress as my parents did as seniors” contest, or ask faculty to dress as they would have in high school.
- Have games to draw attention, such as ladder ball or trivia questions; let winners earn discounts on the yearbook or free options like a plastic cover.
- Work with other clubs for cross-promotion. For example, give yearbook sales fliers to concession stand workers to hand to people as they buy food. Get the workers to ask, “Have you bought a yearbook?” and point people to your kiosk.
- Use a “Buy A Yearbook, Get A Pass” promotion. Students who buy a yearbook get a pass redeemable with participating teachers for an excused tardy, 10 points on a quiz or other goodies.
- Inform people that you are competing for the *It’s Worth It* \$1,000 sales contest.
- Have a drawing for a free yearbook or free option in the form of a refund at a kiosk event to create a sense of urgency.

### After

- Identify students who have not purchased a book and contact them or their parents, promoting the next kiosk event and other ways to order a book.
- When you contact these students, tell them if they are already in the yearbook and on what page.
- Continue to promote **yearbookforever.com** with PA announcements or on school website.
- Continue to promote future kiosk events.

### Final reminders

- Work with the principals, administration and appropriate authorities about all planned kiosk events prior to the event. Avoid surprises. Cooperation is the key to success.
- Test the internet connection in the kiosk location prior to the event.
- Don’t wait until the day of the event to decide where to place your stations and signs. Make sure electricity is available where you need it. Don’t assume.
- Train staff members. Make sure all participants understand their tasks. Practice.
- Arrive early enough to get all signs and stations up and ready.
- Arrive early and stay late. Don’t miss sales because your station is not up and running for those arriving early and for others working the event. Don’t leave early.

Take some or all of the ideas and suggestions listed here and adapt them to your school and situation. Then, planning, practice and preparing for the unexpected are the best ways to create successful sales events with efficient kiosks. Happy selling!



3 ft. by 10 ft. banner