

# pick6 Marketing Menu

Marketing is making people want to buy something and getting them to purchase it. Walsworth wants to help you with your yearbook marketing.

Pick six marketing tactics from the list below that you think will work at your school to sell yearbooks and ads. We will provide you with all the tools and information you need to carry out these tactics every step of the way. Just leave your completed form with your workshop instructor.

Your name \_\_\_\_\_ Rep name \_\_\_\_\_  
School name \_\_\_\_\_ Email address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Circle if you are    Adviser    Editor    Other staff member

☐ **Guerilla Marketing:** These are unconventional ways to get your message to the people who will buy the yearbook. There are countless ways to do guerilla marketing. Here are a few ideas to get you started:

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

☐ **Email Marketing:** Statistics show emails are effective at reaching adults and getting them to buy. Go to [walsworthyearbooks.com/pep](http://walsworthyearbooks.com/pep) to get signed up for our effective Parent Email Program (PEP).

☐ **Web Banners:** Advertise where parents go most. Work with your school's website administrator to place a banner on 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 your order form on [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.

☐ **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
- ☐ Set up sales table
- ☐ Hand out ordering information
- ☐ Promote yearbook in school newsletter or e-newsletter
- ☐ Front office phone scripts/fliers
- ☐ Coordinate with clubs and organizations

☐ **Social media (Facebook/Twitter/Instagram):** Parents and students visit these sites every day. Use them to promote your yearbook message!

- ☐ Create a page for the yearbook and see how many likes, followers or shares you can get.
- ☐ Fun promotions
- ☐ Contests
- ☐ Surveys
- ☐ Sneak-peeks

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☐ **Sales tables:** Set a table up in the cafeteria for a week. Also, identify the school events most highly attended by parents 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.
- 👤 Be prepared to accept payments for the books.

☐ **Mailings Home/Customized Marketing:** Use actual photos from your school, school colors and the school mascot on fliers and postcards you send to parents. Parents react to photos of students they recognize. Walsworth can help by creating the items for you.

- 👤 Fliers with an order form
- 👤 Postcards
- 👤 Bookmarks

☐ **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 Facebook
- 👤 Tweet on Twitter
- 👤 Post to Instagram
- 👤 Post to YouTube

☐ **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 fliers, postcards, banners and more.

- 👤 Fliers
- 👤 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.