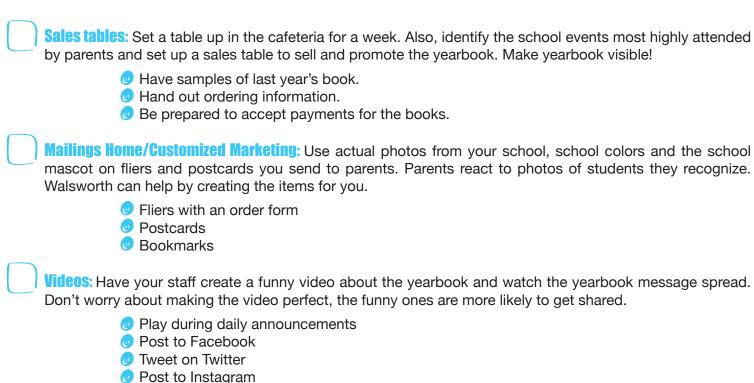


Marketing is making people want to buy something and getting them to purchase it. Walsworth wants to help you with your yearbook marketing.

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 <u>all</u> 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 nan	ne				
School name		Email address					
City	State	_ Circle if you are	Adviser	Editor	Other staff member		
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Set up s	rbook on fee sheet sales table ut ordering information	Promote yearlFront office phCoordinate wi	none scrip	ots/fliers	sletter or e-newslette	•	
Social media (Faceboo promote your yearboo	ok/Twitter/Instagram): F k message!	Parents and studer	nts visit th	ese sites	every day. Use them	tc	
© Create : © Fun pro © Contest © Surveys © Sneak-	is S	and see how many	likes, foll	owers or	shares you can get.		





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

Post to YouTube

Don't forget — it's all about getting your marketing in front of both parents and students, multiple times and in multiple ways.