

MY MARKETING PLAN



Photo by Jillian Cude

MY MARKETING PLAN

Just being on yearbook staff means you get to do cool stuff. But do you want to do even MORE fun things like attend conventions (road trip!) and workshops, or have the latest equipment to use? You can by selling more yearbooks, ads and options.

How do you sell more? By telling people about the YEARBOOK! When you tell people about something and get them to buy it, that's **marketing**. The more marketing you do, the more you sell; the more you sell, the more fun stuff you get to do. It's really very simple.

Go ahead, spread the word. Don't be shy.

Want marketing help? Just ask us (we love this stuff)!

Email marketingyearbooks@walsworth.com.

SET YOUR GOALS

	How many did you sell last year?	How many do you want to sell this year?
Yearbooks		
Options		
Namestamps		
Namestamp icons		
iTags		
iTag icons		
Clear Book Protectors		
Autograph Supplements		
<i>Year In Review/ceBuzz</i>		
Personal Ad Pages		
Business Ad Pages		

*Hint: try setting your goal at least 10% higher than last year.

Tell parents

It's a fact: Parents pay for stuff. So you have to tell parents how, when and where to buy the yearbook.

Tell students

Here's another fact: Parents buy stuff for their kids if they ask. So get in the faces of all your classmates and tell them why they should get a yearbook.

It's important to get your message in front of buyers at least five times for them to remember it.

At the end of this workbook, you'll pick six ways you plan to tell people to buy a yearbook.

TechKNOW

TechNOW See lots of marketing ideas at walsworthyearbooks.com/marketing and click on the **Market to Parents** or the **Market to Students** icons.

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Registration/Back-to-school events

Do your parents have to come up to school and register and pay any fees for the school year? If so, catch parents while they're there. **Get the yearbook for sale on the fee sheet if you can.** If you can't, then make sure to have a yearbook sales table and encourage parents to order!

Use items like:

- All-call and emails before registration to announce books will be for sale at registration
- Customized Marketing: Vertical Banners, Posters, Fliers
- Order forms
- Buttons
- Online Sales for easy ordering

Make it fun!

- Play music
- Have your school mascot or cheerleaders at your table... Go yearbook!
- Hand out candy and other items... nom, nom, nom!



TechNOW See registration ideas at yearbookhelp.com. Click on **Marketing & Selling** and scroll down to **Prepare for Registration Sales**.

Sales tables

Have sporting events, concerts, plays, parent-teacher conferences or spirit week at your school? Sales tables are a great way to spread the word and sell yearbooks!

Make sure you have these:

- A computer so people can order right then
- Handouts/cards so people who can't order now have the info on how, where and when to order
- Previous year's book so people can see how great your yearbook is

Use items like these to draw attention:

- All-call and emails before your event to announce books will be for sale
- Customized Marketing: Vertical banners, posters, fliers
- Order forms
- Buttons
- Online Sales for easy ordering



You can use the same registration ideas for your sales tables.

TechKNOW

TechKNOW For more information on sales tables, go to walsworthyearbooks.com/marketing and click on the **Market to Parents** icon.

Parent Email Program (PEP)

Parents read emails. Parents buy books. If you're not sending emails to parents, you're missing out on easy sales.

They're free, easy to set up and only a click away with Online Sales.

Enroll in our Parent Email Program (PEP) to get emails sent to your parents regularly.

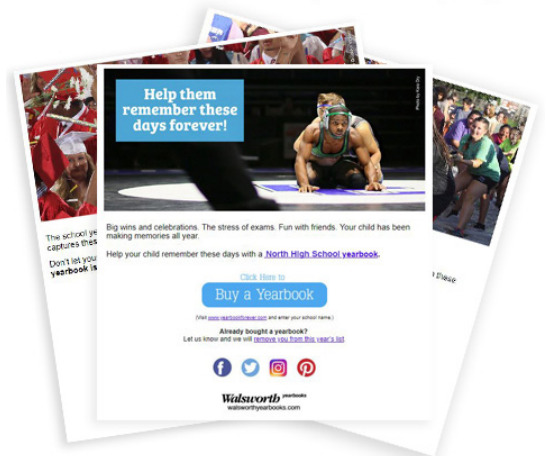
- Once you've set up your Online Sales, go to **walsworthyearbooks.com/pep** and submit your info.
- You will be contacted by Walsworth to get your parent email list.
- Your emails are sent out automatically every three weeks!
- Online purchasers are removed from the next email send.

Could it be any easier?

"As an adviser, it (PEP) helped to get the word out with regularity and convenience for those who had not yet purchased a book."

Mike McCormick

Northumberland High School, Heathsville, Virginia

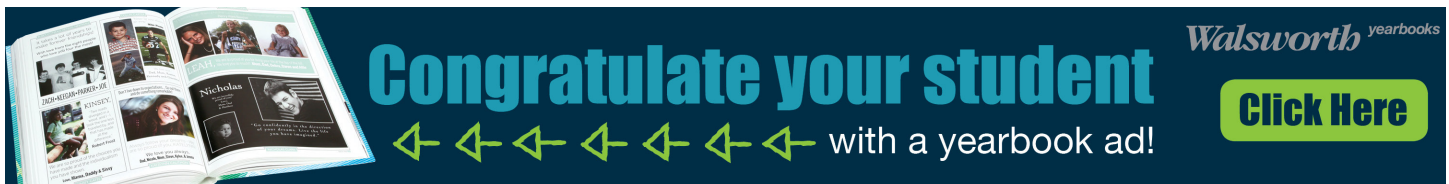


School website banners

It's all about catching parents where they go. And they go to the school's website. Place a banner ad on your school website (preferably the home page, on calendar/events pages and on the grades page) so parents are just a click away from ordering.

To get your banner:

1. Once you've set up your Online Sales, go to **Members Only** and click on the website banners button.
2. Select the banner type and click on the size you want.
3. Copy the HTML code and send to your school's webmaster with the request to put it on your school's home page and on the pages parents visit most (the webmaster will know which pages those are).



All-calls

You know those messages your parents get from the school with weather closings and other important stuff? Get crazy and use that system to sell yearbooks, too.

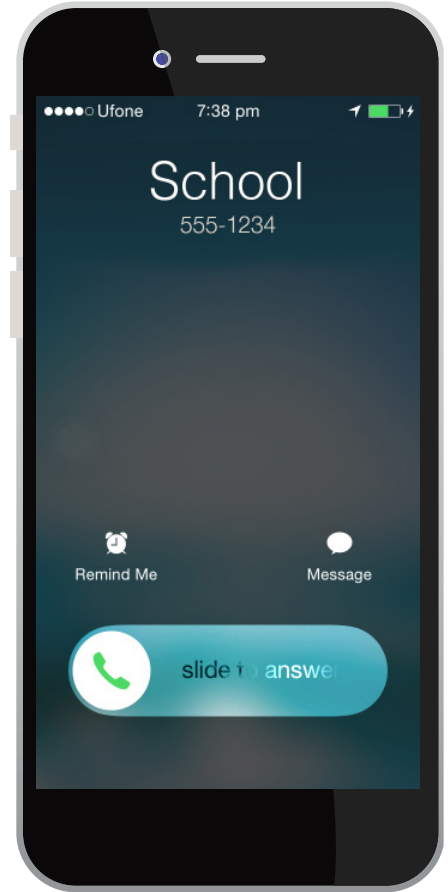
Warning: May cause an influx in sales!

Message tips:

- Make it 20 seconds or less
 - Stick to the basics – what, when, how and cost
 - Repeat after me:
- “Time’s running out to buy the (school name) yearbook! Yearbooks are only \$(cost). Buy online with a credit card, debit card or PayPal at yearbookforever.com, or at the school with cash or check in room (room #). Don’t wait – yearbook sales end (deadline)! Go to yearbookforever.com today.”

Tip: Create a two-week deadline so parents will act now!

Check with your adviser and administrator to see if you can use the all-call system.



TechKNOW See sample scripts and more at walsworthyyearbooks.com/marketing. Click on the **Market to Parents** icon.

Imagine parents opening their mailbox to find a postcard with people and school colors they recognize. I bet they wouldn't throw it away! How cool is that?! Don't have time to create your own? Our designers can create postcards that don't look like junk mail.

The possibilities are endless. Check out everything at **Marketing Help > Customized Marketing > View Catalog**. Don't see what you want? Just ask!

TechKNOW See Customized Marketing fliers, postcards and lots more at walsworthyyearbooks.com/marketing.
Click on the **Order Customized Marketing** icon.

The year lives here!



**Buy your
yearbook now!
yearbookforever.com**

Carter Middle School COUGARS

This school year will live forever in the pages of the yearbook. Help your student remember friends, classes, fun and more by purchasing a yearbook for them today!

Cost:

- \$26 through Nov. 29 (**Best Value!**)
- \$30 Nov. 30 - Feb. 1
- \$35 starting Feb. 2

Don't wait — if you want to personalize the book, iTags start at \$8 extra and must be purchased before March 15!

To purchase:

- To use a credit card, debit card or PayPal, go to yearbookforever.com and enter our school name.
- For cash, check or money order, bring payment made out to Carter Middle School, memo: Yearbook, to the main office.

Walsworth yearbooks yearbookforever.com

2018-2019 yearbook for Carter Middle School

Order a 2018 yearbook for your student. Two ways to order a yearbook:

- Go to yearbookforvernon.com, select our school and pay by credit card, debit card or PayPal.
- Complete this order form and send it with cash, check or money order, made out to **Carter Middle School** to the main office.

Student Name: _____ Phone Number: _____
 Grade: _____ Parent/Teacher: _____
 Home: _____ Email: _____

☐ **Deluxe Package** – Includes one Namestamp with one line of text and **three** icons, and one Clear Book Protector. **BEST VALUE**

Layout	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
<div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;"> Layout • one line of text • 3 icons </div> <div style="display: flex; justify-content: space-between;"> <div style="width: 20%;"> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;"> Basic Package \$19 </div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;"> Deluxe Package \$24 </div> </div> <div style="width: 80%;"> <div style="display: flex; justify-content: space-between;"> <div style="width: 20%;"> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;"> 1 icon number included </div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;"> 2 icon number included </div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;"> 3 icon number included </div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;"> 4 icon number \$8 extra </div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;"> 5 icon number \$8 extra </div> </div> </div> </div> </div>																																

☐ **Basic Package** – Includes one Namestamp with one line of text and **one** icon, and one Clear Book Protector.

Layout	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
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Itags

LAYOUT 1 – Comes with one line of text and up to five icons. Icons are an additional charge of \$8 each.

Layout	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
<div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;"> Basic Package \$19 </div> <div style="display: flex; justify-content: space-between;"> <div style="width: 20%;"> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;"> 1 icon number included </div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;"> 2 icon number included </div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;"> 3 icon number included </div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;"> 4 icon number \$8 extra </div> <div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;"> 5 icon number \$8 extra </div> </div> </div>																																

Pricing

☐ **Yearbook** (see prices and details on front of list) _____ \$ _____

☐ **Personalization and Additional Options**

☐ **Deluxe Package** (\$24 extra) _____ \$ _____

☐ **Basic Package** (\$19 extra) _____ \$ _____

☐ **Deluxe Package** (with 3 icons and Clear Book Protector) _____ \$ _____

_____ extra (icons) = \$8 extra _____ \$ _____

☐ **Basic Package** (\$19 extra) _____ \$ _____

☐ **Deluxe Package** (with 1 icon and Clear Book Protector) _____ \$ _____

_____ extra (icons) = \$8 extra _____ \$ _____

☐ **Itags** (Supplemental \$4 each) _____ \$ _____

☐ **Year in Review** (\$4 each) _____ \$ _____

Current events supplement _____ \$ _____

Total:

\$

Order online:
yearbookforvernon.com

Order at school:
For cash, check or money order, bring payment made out to **Carter Middle School** to the main office.

Amount Paid _____

☐ Cash _____

☐ Check _____

Date _____

Check # _____

The year lives here!



**Buy your
yearbook now!
yearbookforever.com**

Northview Academy
COUGARS

Waldsworth yearbooks
Northview Academy
2686 Winfield Dunn Pkwy
Kissel, TX 75104

Memories fade, but yearbooks don't. Buy a yearbook to keep those experiences alive. Here's how:

Cost:

- \$60 through Aug. 31 (Best Value!)
- \$70 Sept. 1 - Dec. 31
- \$90 Jan. 1 - March 31

Don't wait -- if you want to personalize the book, **canceling shipping starts at \$7 extra** and must be purchased by Jan. 20!

To purchase:

- To use a credit card, debit card or PayPal, go to yearbookforever.com and enter our school name.
- For cash or check, bring payment made out to Northview Academy, memo: Yearbook, to Mrs. Wallis.

Senior ads are on sale now! Deadline is Oct. 31. Order online at yearbookforever.com.

Customized Marketing (Students)

Parents aren't the only ones. Imagine seeing yourself and your friends on posters and fliers. Wouldn't you love it? Don't have time to create your own? Our designers can help!

TechKNOW See all of the Customized Marketing at walsworthyearbooks.com/marketing. Click on the **Order Customized Marketing** icon.



Sneak a peek at your 2019 yearbook cover!

Like what you see? Order now and save!
yearbookforever.com

Buy your 2019 yearbook, the only publication at North High School that shows the complete story of the year!

Cost:

- \$60 through Oct. 15 (**Best Value!**)
- \$75 Oct. 16 - April 15

Don't wait — if you want to personalize the book, namestamping starts at \$5 extra and must be purchased before Jan. 30!

To purchase:

- To use a credit card, debit card or PayPal, go to yearbookforever.com and enter our school name.
- For cash, check or money order, bring payment made out to North High School to the yearbook room or the front office.

Don't miss out — buy a yearbook today!

Walsworth yearbooks yearbookforever.com ORDER TODAY Limited quantities available!

The year lives here,
Doddridge County High School Bulldogs!

Buy your yearbook now!
yearbookforever.com

Your year. Your yearbook. Buy one today!

Cost:

- \$50 through Nov. 30 (**Best Value!**)
- \$55 Dec. 1 - March 31
- \$60 starting April 1

Don't wait — if you want to personalize the book, namestamping starts at \$7 extra and must be purchased before April 30!

To purchase:

- To use a credit card, debit card or PayPal, go to yearbookforever.com and enter our school name.
- For cash, check or money order, bring payment made out to Doddridge County High School to the main office.

Don't miss out — buy a yearbook today!

Walsworth yearbooks yearbookforever.com ORDER TODAY Limited quantities available!

OH SNAP!
We have your photo.

Walsworth yearbooks yearbookforever.com

Check to see if it's in the Howie High School yearbook!

Find out by ordering your yearbook today! \$55

Walsworth yearbooks yearbookforever.com

Guerrilla marketing

Take your yearbook message to the streets (or hallways). Get creative. Look around and think about clever ways to tell people to buy a book.

- **Fake Notes** – Print coupons, fold them up and write on them like a note you would pass to a friend. Drop in the hallway for someone to pick up and redeem. Sneaky!
- **Clock Banners** – Hang signs on or around clocks, where you all look every few minutes.
- **Restroom Stall Signs** – Talk about a captive audience.
- **Fake Parking Tickets** (shown) – Put “buy a yearbook” tickets on car windshields and watch them get noticed.
- **Soda Labels** – Talk to the person who stocks your vending machines about putting labels on cans.
- **Locker Tags** – Tag lockers with post-its or fliers letting everyone know how many times they’re in the book.
- **Wristbands** – Create paper wristbands with your yearbook message and hand out.

You're creative... what else?

Check out walsworthyyearbooks.com/marketing for more ideas. Templates are located on both the **Market to Parents** and **Market to Students** pages.



Social media

You're on it, your friends are on it, even parents are on it... so use it!

Use Facebook, Twitter, Instagram, YouTube and other social media for things like promotions, price increases, deadlines, contests and sneak peeks. If you're looking for content or ideas for your book, polls are a great way to survey people and get their opinions.

Use Pinterest to generate ideas of what you would like to do in the book. Pin cool spreads, great photography and anything else that gives you inspiration!

TechKNOW Like our page at [**facebook.com/yearbooks**](https://facebook.com/yearbooks) for ideas and a place to share your thoughts. Follow us at:
[**twitter.com/yearbookforever**](https://twitter.com/yearbookforever)
[**instagram.com/walsworthyearbooks**](https://instagram.com/walsworthyearbooks)
[**pinterest.com/walsworthybks**](https://pinterest.com/walsworthybks)

facebook 



Instagram 

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins or other markings on the paper.

Videos

Let's go viral! Do you share videos and talk about videos with your friends? Everyone does.

Spoof your favorite video or ad, or get creative and make your own! Don't be afraid to look silly – those are the best videos.

Run your videos on your school website, on your school broadcast channel, on morning announcements and post to Facebook, YouTube and Instagram. You'll be amazed at how quickly your video takes off!



Cultural Marketing

Chances are your school is made up of students from different cultural backgrounds. Do your research to discover what's important to each culture in your school and speak to each with your yearbook message. Many times saying "Buy a Yearbook" is not enough because people may not understand what a yearbook is if they are from a country that does not have them.

Our bilingual marketing makes it easy for you to reach parents several ways in both English and Spanish. If you send us the translated copy for any other languages spoken at your school, we can create bilingual items for you. Email us at marketingyearbooks@walsworth.com.

TechKNOW See the English/Spanish marketing items at walsworthyearbooks.com/marketing and click on **Market to Parents**.

Athens Drive High School

BEAUTIFUL MEMORIES

Imagine having a collection of memories you can relive any time you want.

BONITOS RECUERDOS

Imagina tener una coleccion de recuerdos que puedes revivir en todo momento.

Walsworth yearbooks

Walsworth yearbooks
Athens Drive High School
1000 Athens Drive
Reno, NV 89509

You can with a yearbook from your child's school. A yearbook is filled with beautiful memories, making it a great testimony of this time in your child's life. Buy it today at school or online at yearbookforever.com. Because these beautiful memories, once gone, will never come back.

Cost:
• \$25 through Feb. 28
• \$30 Feb. 29 - March 31

Puedes llevarse con un anuario de la escuela de su hijo. El anuario está lleno de recuerdos de esta etapa de su vida. Compáralo hoy en la escuela o en el sitio en Internet yearbookforever.com. Porque estos bonitos recuerdos, una vez que se van, no vuelven.

Presio:
• \$25 hasta el 28 de febrero
• \$30 29 de febrero - 31 de marzo

BEAUTIFUL MEMORIES

IMAGINE HAVING A COLLECTION OF MEMORIES YOU CAN RELIVE ANY TIME YOU WANT.

You can with a yearbook from your child's school. A yearbook is filled with beautiful memories, making it a great testimony of this time in your child's life. Buy it today at school or online at yearbookforever.com. Because these beautiful memories, once gone, will never come back.

Buy it today at school or online at yearbookforever.com. Because these beautiful memories, once gone, will never come back.

Now on sale!

\$25.00

Walsworth yearbooks

Hutto
MIDDLE SCHOOL

Cost:
• \$25 through Jan. 8
• \$30 Jan. 9 - May 20

Purchase method:
• To use a credit card, debit card or PayPal, go to yearbookforever.com.
• For cash or check, bring payment made out to Hutto Middle School to Mr. Parker in room 0130.

Student name _____ Grade _____

Address _____

Phone _____ Email _____

Number of yearbooks _____ x \$ _____ = _____

Order today!
Limited quantities available
Buy your yearbook now!
Walsworth yearbooks

BONITOS RECUERDOS

IMAGINA TENER UNA COLECCION DE RECUERDOS QUE PUEDES REVIVIR EN TODO MOMENTO.

Puedes llevarse con un anuario de la escuela de su hijo. El anuario está lleno de recuerdos bonitos, convirtiéndolo en un gran testimonio de esta etapa de su vida.

Además, está hecho con materiales de gran calidad para que puedas disfrutar el año escolar todos los veces que quieras, por el resto de tu vida. Si tienes alguna pregunta, habla con el conserje del anuario escolar. Compáralo hoy en la escuela o en el sitio en Internet yearbookforever.com. Porque estos bonitos recuerdos, una vez que se van, no vuelven.

Buy it today at school or online at yearbookforever.com. Because these beautiful memories, once gone, will never come back.

Now on sale!

\$25.00

Walsworth yearbooks

Hutto
MIDDLE SCHOOL

Presio:
• \$25 hasta el 8 de enero
• \$30 9 de enero - 20 de mayo

Método de pago:
• Puedes pagar con tarjeta de crédito, tarjeta de débito o PayPal en nuestro o sitio de Internet en yearbookforever.com.
• Para efectivo o cheque, traiga el pago a nombre de Hutto Middle School al Sr. Parker en 0130 habitación.

Nombre del estudiante _____ Grado _____

Domicilio _____

Teléfono _____ Correo electrónico _____

Cantidad de anuarios escolares _____ x \$ _____ = _____

Ordénalo hoy!
Cantidades limitadas
Compra tu año escolar
Walsworth yearbooks



Budget

Yearbook staff members make a product and sell it, which makes yearbook a business. You and your staff need to know how much money you have and how much you think can be raised. Then you can decide what kind of yearbook you can afford to create and how to market it.

Start this process for the next year in the spring of the preceding year. Review your budget worksheet with your yearbook sales representative, so you have an accurate financial picture of your program.

Now let's set up your marketing plan.



TechKNOW Get editable templates on walsworthyyearbooks.com and search **budget** using the magnifying glass in upper right of page.

Marketing tactics	Next steps and planned date
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____

- Registration/Back-to-school events
- Sales tables
- Parent Email Program (PEP)
- Web banners
- All-calls
- Home mailings/Customized Marketing
- Guerrilla marketing
- Social media
- Videos
- Cultural marketing

[illegible]

Your marketing to students plan

It's time to set it up.



Which six make the most sense for your school?*

Marketing tactics	Next steps and planned date
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____

Proven marketing tactics (pick ones that work for your school):

- Registration/Back-to-school events
- Sales tables
- Guerrilla marketing
 - Fake notes
 - Clock banners
 - Restroom stall signs
 - Fake parking tickets
 - Soda labels
 - Locker tags
 - Wrist bands
- Social media
- Videos
- Home mailings/Customized Marketing

*Hint: You can pick more than six by selecting different types of events to attend or different types of guerrilla marketing. The key here is to decide which tactics are doable at your school and **STICK TO THEM**. Keep this workbook nearby for reference throughout the year.

Get students excited about their yearbook by making it interactive – add these mobile apps!

The logo for the yearbook, featuring the word "YEARBOOK" in orange above the word "snap" in white, which is set against a stylized orange basketball background.

Students and parents can easily submit photos from a school event to the yearbook with the **Yearbook Snap** mobile app.



Bring your yearbook to life with Yearbook AR!

Recruit awesome staff members

One way to create an excellent book is to get dedicated and creative students on staff. To help with that, consider using these fun recruiting materials.

Posters

Hang these colorful posters designed to advertise various jobs on yearbook staff to attract students who never thought about the fun work of yearbook.

Fliers

Similar to the posters, these fliers also include a staff application on the back.

Info cards

Staff members can use these cards to invite classmates who impress them to apply for yearbook staff.

Locker stuffers

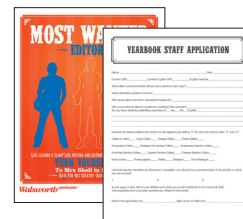
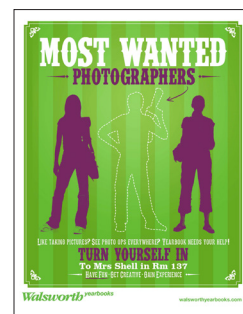
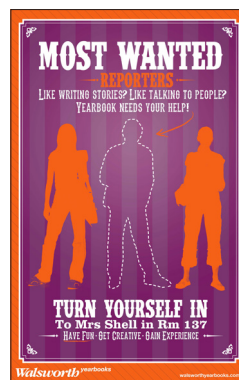
Help students understand what yearbook is all about with these locker stuffers that explain what's great about being on staff and how to apply. Slide them into the lockers of students you think would be great on staff.

Stickers

Put these on lockers, friends' notebooks or anywhere else you can think of to advertise recruitment.

Social media graphics

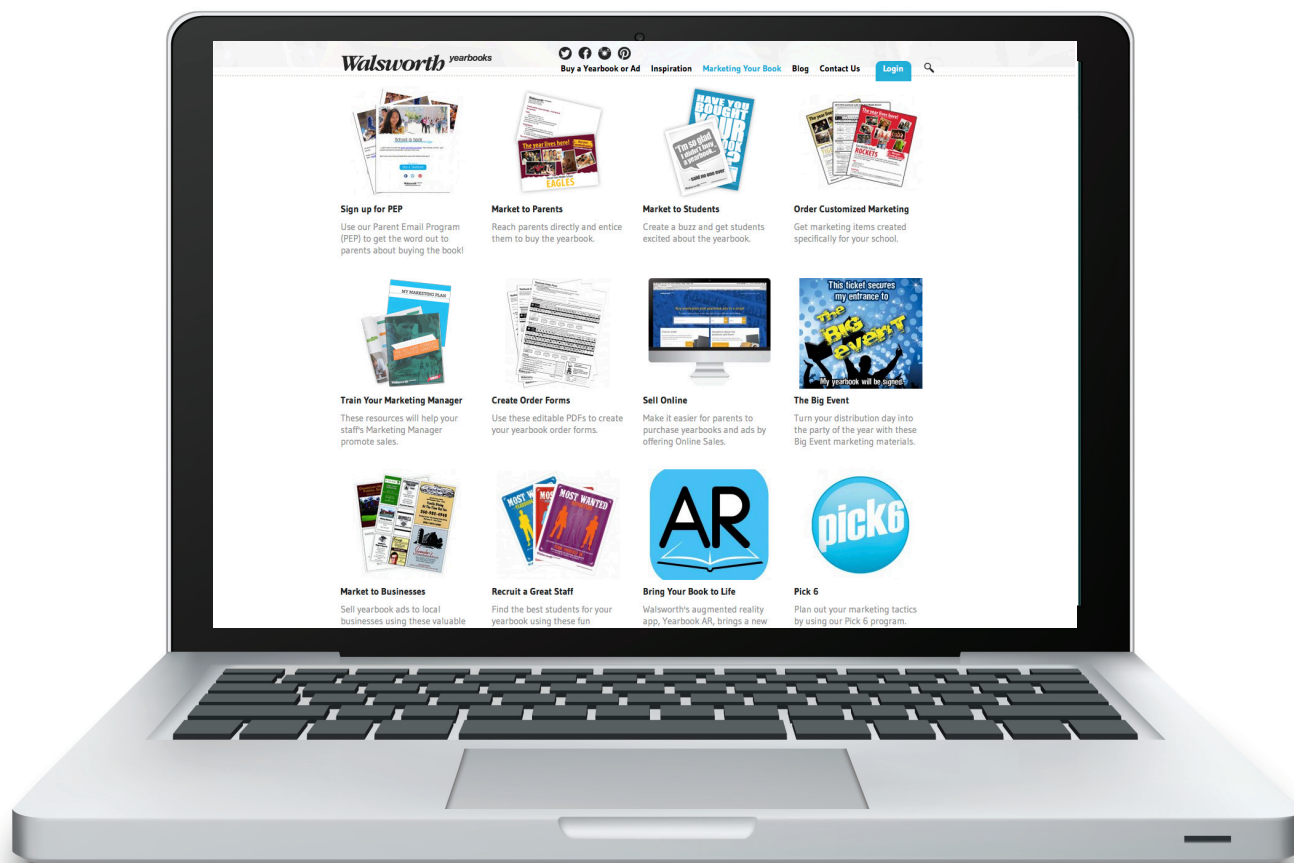
Have a yearbook Facebook page or Twitter account? Use these graphics to help spread the word that the yearbook staff is looking for the best and brightest.



TechKNOW Get editable templates on walsworthyearbooks.com/recruiting.

WHAT CAN WE DO FOR YOU?

Go to walsworthyyearbooks.com/marketing for more ideas.



Want help marketing? Just ask us – we'd love to help.

Email us at marketingyearbooks@walsworth.com.