

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!), or 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

Think **BIG** so you can do more!

	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>		
Autograph Pens		
Personal Ad Pages		
Business Ad Pages		

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

Where to get started

Tell parents and students



Get started in two simple steps

1. Online Sales

Do you buy stuff online? Of course, most everyone does! See where we're going with this? Online Sales for your yearbook and ads are a no brainer and take 4.2 seconds to set up.

Talk to your adviser to get Online Sales set up in Members Only. Do it.

2. Upload your Student List with Parent Email Addresses

Let us introduce your new best friend – Marketing Central. Here you can see who hasn't bought a yearbook and go after them with your new marketing plan.

How to upload your list:

1. Go to **Members Only** and click on **Go** in the **Marketing Central** banner.
2. If you get a pop-up box asking if you're ready to upload a student list, click **Upload Student List**. If you are taken to the Marketing Central page, click on **Add Students**, then **Upload List**.

Online Sales will automatically add any online purchases and you can quickly add in-school purchases in Sales Central.

To print your non-buyers list, click on the **Print List** link and then select **No YB** from the Bought drop-down menu. To export your non-buyers in an Excel spreadsheet, click on the **Export Mailing List** link and then select **No YB** from the Bought drop-down.

TechKNOW

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

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 to get them asking for a book (or buying it themselves).

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

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



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!

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. Could it be any easier?




TechKNOW

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

TRY IT!

Want to also send an email for a specific school event? Get a customized email! In Marketing Central, click on **Get It** in the **Custom Email Campaigns** box to request an email.






This school year means a whole new set of memories for your child. Their friends, the classes, the fun – they'll want to remember their days at [Raytown South Sr. High School](#) years from now.

Looking back, you understand how important school memories are. And you realize all the posts and pictures on social media sites will probably disappear. But, there's one thing that will remain constant over time and doesn't require a new piece of technology to see – the [Raytown South Sr. High School](#) yearbook!

Don't let your child miss out on the one book that covers the whole year, and will be around forever!

Order the [Raytown South Sr. High School](#) yearbook today!

[Click Here to Buy a Yearbook](#)



Walsworth yearbooks
walsworthyearbooks.com

Photo Credit: Chris Kim

Email marketing

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 with Online Sales, make buying a click away.

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

- Once you've set up your Online Sales, log in to Members Only and click on **Marketing Central**.
- Email **marketingyearbooks.com** and let us know you're ready to increase your sales with our PEP.
- Your emails are sent out automatically every 3 weeks!
- Purchasers are removed from the next email send.

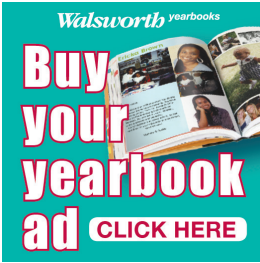
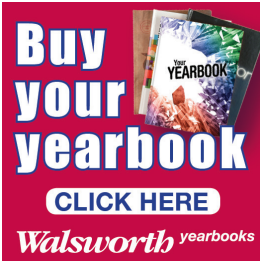
Could it be any easier?

School web 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 > Marketing Central**.
- 2. Click on **Get It** in the Website Banners box.
- 3. Select the banner type and click on the size you want.
- 4. Copy the HTML code and send to your school's webmaster with the request to put it on your school's home page – or the page parents visit most (the webmaster will know which page that is).



TechKNOW

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



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, where 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 to see if you can use the all-call system.

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 year lives here!



South Beloit High School

PANTHERS

Friends and fun, classes and clubs... the yearbook staff is capturing the year! Buy a 2017 yearbook so you can remember this year anytime!

Cost:

- \$45 through Dec. 31 (**Best Value!**)
- \$50 Jan. 1 - April 30

Don't wait — if you purchase the book, namestamping starts at \$6.50 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 or check, bring payment made out to South Beloit School to the main office.

Don't miss out — buy a yearbook today!

Walsworth publishers

yearbookforever.com

[illegible]

The year lives here!

Buy your yearbook now!
yearbookforever.com



Mount Dora Middle School

EAGLES

Wildsworth prebooks

Mount Dora Middle School
1400 Louise Avenue
Mount Dora, FL 32757

Friends and fun, classes and clubs... it's all at this yearbook.

Cost:

- \$35 through March 14
- \$40 March 15 - April 30
- \$45 after April 30

Students who prebook the book, nonreturning starts at \$8 extra and must be prebooked by: 4/30/13

To purchase:

- Text a number card, 4080 or 4076, to yearbookforever.com and either our website or phone.
- For cash orders, bring payment made out to MDSHS Yearbook to Ms. Cate's room.

Buy a 2013 yearbook today!

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

TechKNOW

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

Customized Marketing (Students)

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

The possibilities are endless!



Sneak a peek at your 2017 yearbook cover!

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

Buy your 2017 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, Edmond Santa Fe Wolves!

Buy your yearbook now!
yearbookforever.com

Your year. Your yearbook. Buy one today!

Cost:

- \$60 through Sept. 30 (**Best Value!**)
- \$70 Oct. 1 - Dec. 15
- \$85 Dec. 16 - Feb. 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 Edmond Santa Fe High School, memo: Yearbook, to the Santa Fe Financial Office.

Don't miss out — buy a yearbook today!

Walsworth yearbooks yearbookforever.com **ORDER TODAY** Limited quantities available!

OH SNAP!
We have your photo.

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

Find out by ordering your yearbook today!

\$55

Walsworth yearbooks yearbookforever.com

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.

See the bilingual marketing items at walsworthyyearbooks.com/marketing and click on **Market to Parents**.





VIOLATION
this is not a
PARKING TICKET

WE ARE NOT YOUR

LOCAL POLICE

IF WE WERE, WE WOULD SLAP YOU WITH A

\$500 FINE

FOR NOT BUYING A YEARBOOK

YOU MUST APPEAR TO PAY A MINOR FEE OF \$65 TO THE HONORABLE C. WELLS IN ROOM 816 OR GO TO YEARBOOKFOREVER.COM. ORDER BY JANUARY 31, 2017.

TIME/DATE OF OFFENSE:

The 2016-2017
School year

OFFICER COMMENTS:

BUY YOUR YEARBOOK!
IT'S SO GOOD IT SHOULD BE

ILLEGAL

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

TechKNOW

Social media

What's on your mind? 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!

Like our page at facebook.com/yearbooks for ideas and a place to share your thoughts. Follow us at:
twitter.com/yearbookforever,
instagram.com/walsworthyyearbooks
and pinterest.com/walsworthybks.

facebook 

twitter 

Pinterest 

Instagram 





Broadcast Yourself™



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 and YouTube. You'll be amazed at how quickly your video takes off!



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.



Your marketing to parents 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
- Email marketing
- Web banners
- All-calls
- Home mailings/Customized Marketing
- Cultural marketing
- Guerrilla marketing
- Social media
- Videos

*Hint: You can pick more than six! 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.

Your marketing to students plan

It's time to set it up.

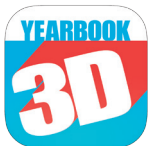
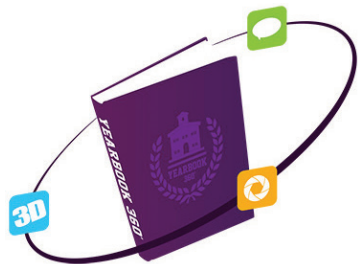
Which six make the most sense for your school?*

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
- Home mailings/Customized Marketing
- Guerrilla marketing
- Social media
- Videos

*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.



Add cool technology, sell more books

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

Yearbook 360

Walsworth's Yearbook 360 portfolio of mobile apps enhances the printed yearbook, and provides students and parents amazing new ways to share their memories.

- **Yearbook 3D**

Videos and 3D animation become part of your cover and pages when scanned using the **Yearbook 3D** mobile app on a smartphone or tablet. You can use one of Walsworth's standard Yearbook 3D covers and current events supplements. Or, we can help you create your own cover animations. Through our partnership with Aurasma, you can also embed unlimited videos on your pages with our **Aurasma Partners in Education** program.

- **Yearbook Shout**

Reinvent yearbook signing by giving students a fun way to create and share video signatures with their friends. **Yearbook Shout** gives students unique sticker codes that they can scan, and then record a personal video message. When they sign their friends' yearbooks, they include the Shout code with their printed signature. Help students forever remember their friends as they look and act today.

- **Yearbook Snap**

Students and parents can easily submit photos from a school event to the yearbook with the **Yearbook Snap** mobile app. Easier submission means more engagement with parents and students, and more photos to choose from for your yearbook. **Yearbook Snap** is the mobile app for **Community Upload**, your complete photo management system and where students and parents can upload photos at yearbookforever.com.

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 impressed them to apply for yearbook staff.

Locker stuffers

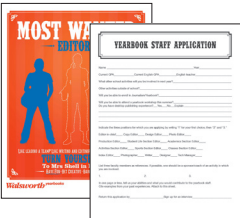
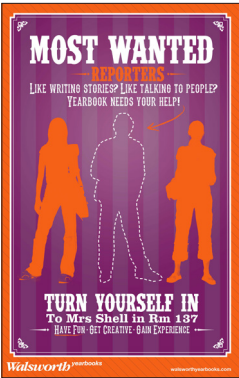
Help students understand what yearbook is all about with these locker stuffers that explain what's great about being on staff and how to apply. Slide them into the lockers of students you think would be great on staff.

Stickers

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

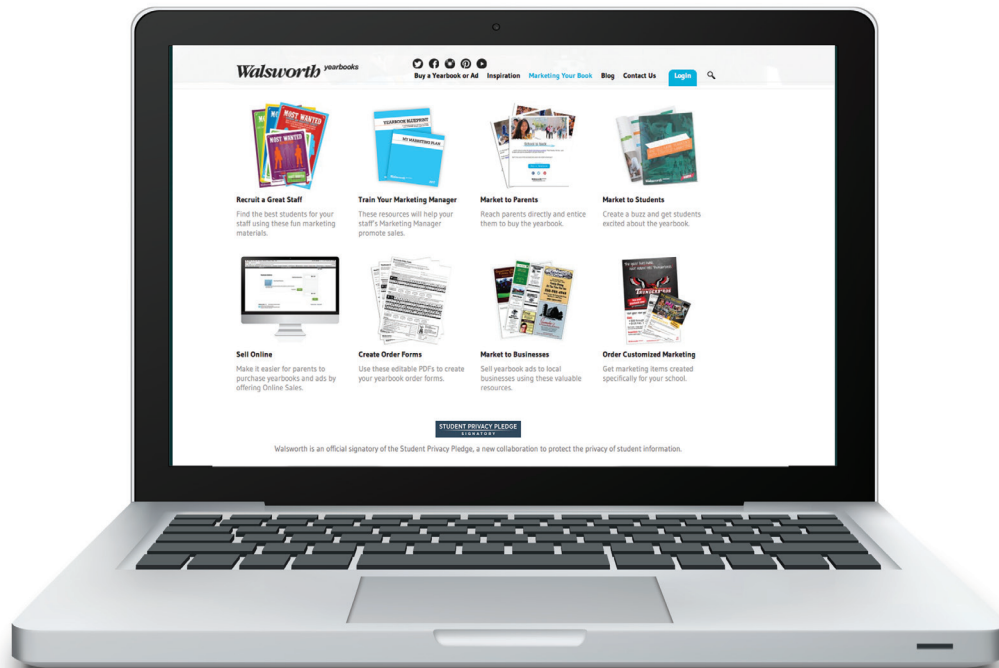
Social media graphics

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.



What can we do for you?

Go to walsworthyearbooks.com/marketing for more ideas.



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

Email us at marketingyearbooks@walsworth.com.

Walsworth yearbooks
customer service 800.972.4968
computer support 800.369.1530
walsworthyearbooks.com