

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>		
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.

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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.

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

[illegible]

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



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!

- 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

- 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?

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



Parent Email Program (PEP)

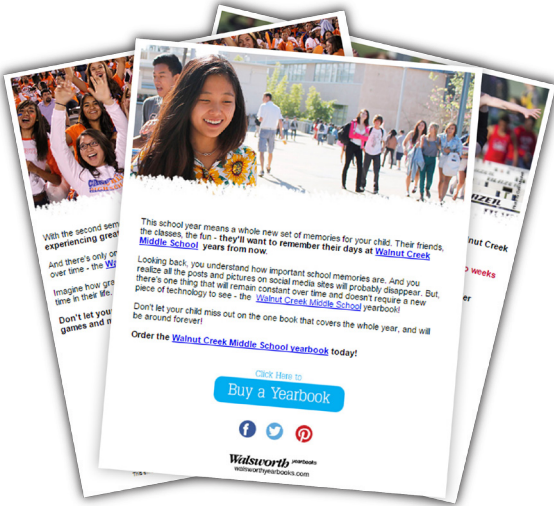
Parents read emails. Parents buy books. If you're not sending emails to parents, you're missing out on easy sales.

They're free, easy to set up, and 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, go to **walsworthyearbooks.com/pep** and submit your info.
- You will be contacted by Walsworth to get your parent emails.
- Your emails are sent out automatically every three 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).

Buy
your
yearbook




CLICK HERE

Walsworth yearbooks

Walsworth yearbooks

Buy
your
yearbook
ad



CLICK HERE

Walsworth yearbooks

Buy your
yearbook
or ad



CLICK HERE

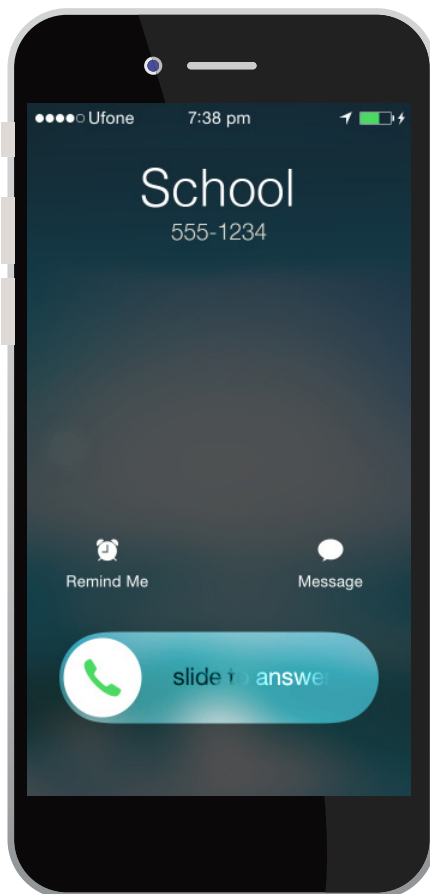
Yearbooks are great now, priceless later.
Buy your yearbook today.

CLICK HERE



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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.

Home mailings/Customized Marketing (Parents)

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!

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

The year lives here!



South Beloit High School
PANTHERS

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:

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

Don't wait — if you want to personalize the book, namestamping starts at \$6.50 extra and must be purchased before Jan. 28!

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 High School to the main office.

Don't miss out — buy a yearbook today!

Walsworth yearbooks yearbookforever.com

Buy your yearbook now!
yearbookforever.com

2017-2018 yearbook order form South Beloit High School

Order a 2017 yearbook for your student. Two ways to order a yearbook:

- Go to yearbookforever.com, select our school and pay by credit card, debit card or PayPal.
- Complete this order form and send it with cash or check made out to South Beloit High School to the main office.

Student Name _____ Parent Name _____
Grade _____ Phone (Home) _____ Cell _____
Address _____ Email _____

Yearbook Packages

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

Layout: one line of text _____
Icons: ☐ icon number _____ ☐ icon number _____ ☐ icon number _____
Total: \$45.00

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

Layout: one line of text _____
Icon: ☐ icon number _____
Total: \$16.50

Namestamp

☐ **Namestamping** — Layout comes with one line of text (\$5) and up to **five icons**. Icons are an additional charge of \$5 each.

Layout: one line of text _____
Icons: ☐ icon number _____ ☐ icon number _____ ☐ icon number _____ ☐ icon number _____ ☐ icon number _____
Total: \$5.00

Pricing

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

☐ **Yearbook Personalization and Additional Options**

☐ **Deluxe Package** (\$45 each)
Includes One Namestamp with 3 icons and Clear Book Protector
_____ extra icons - at \$5 each _____

☐ **Basic Package** (\$16.50 each)
Includes One Namestamp with 1 icon and Clear Book Protector
_____ extra icons - at \$5 each _____

☐ **Namestamp** (\$5 each)
_____ extra icons - at \$5 each _____

☐ **Clear Book Protector** (\$4 each) _____

☐ **Autograph Supplement** (\$4 each) _____

☐ **Autograph Pens** (\$1 package of 5) _____

☐ **Year in Review** (\$1.50 each)
Consent forms supplied

Deadline to order namestamp: Jan. 28

Order online:
yearbookforever.com
T-shirts, another personalization option, are available through the website.

Order at school:
For cash or check, bring payment made out to South Beloit High School to the main office.

Amount Paid _____
☐ Cash ☐ Check # _____
Date _____

Walsworth yearbooks
yearbookforever.com

Total: \$ _____

The year lives here!



Mount Dora Middle School
EAGLES

Buy your yearbook now!
yearbookforever.com

Walsworth yearbooks
Mount Dora High School
1405 Lincoln Avenue
Mount Dora, FL 32757

Friends and fun, classes and clubs... it will all be in the yearbook.

Cost:

- \$35 through March 14
- \$40 March 15 - April 15

Don't wait — if you want to personalize the book, namestamping starts at \$6 extra and must be purchased by 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 MDMS Yearbook to Mrs. Carr's room.

Buy a 2017 yearbook today!

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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!



Sneak a peek at your 2018 yearbook cover!

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

Buy your 2018 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
yearbookforever.com

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

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 JAN.31, 2018.

TIME/DATE OF OFFENSE:
*The 2017-2018
School Year*

OFFICER COMMENTS:
BUY YOUR YEARBOOK!
IT'S SO GOOD IT SHOULD BE
ILLEGAL



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



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!

This image shows a blank 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, text, 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 and YouTube. You'll be amazed at how quickly your video takes off!



Broadcast Yourself™



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



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.

Athens Drive High School

BEAUTIFUL MEMORIES

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

BONITOS RECUERDOS

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

Walsworth yearbooks

Walsworth yearbooks
Athens Drive High School
Athens, GA 30606
Phone: 770.538.1234

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:
• \$50 through Feb. 28
• \$55 Feb. 29 - March 31

Puedes hacerte con un anuario de la escuela de tu hijo. El anuario está lleno de recuerdos bonitos, convirtiéndolo en un gran testimonio de esta época de su vida. Compra hoy en la escuela o en el sitio en Internet yearbookforever.com. Porque estos bonitos recuerdos, una vez que se van, no vuelven.

Precio:
• \$50 hasta el 28 de febrero
• \$55 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.

Now with sale:
\$25.00

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. Rafael in room D139.

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 COLECCIÓN DE RECUERDOS QUE PUEDES REVIVIR EN TODO MOMENTO.

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

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

Now with sale:
\$25.00

Hutto
MIDDLE SCHOOL

Precio:
• \$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 sitio de Internet en yearbookforever.com.
• Para efectivo o cheque, traiga el pago a nombre de Hutto Middle School al Sr. Rafael en D139 habitación.

Nombre del estudiante _____ Grado _____

Domicilio _____

Teléfono _____ Correo electrónico _____

Cantidad de anuarios escolares _____ x \$ _____ = _____

Ordena hoy
Cantidad limitada
Compra ya tu anuario 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.



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Get editable templates on walsworthyearbooks.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.

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See more info at
[walsworthyearbooks.com/
yearbooksnap](http://walsworthyearbooks.com/yearbooksnap).



Add cool technology, sell more books

Get students excited about their yearbook by making it interactive – add this mobile app!

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 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 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

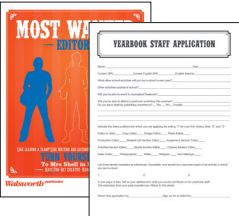
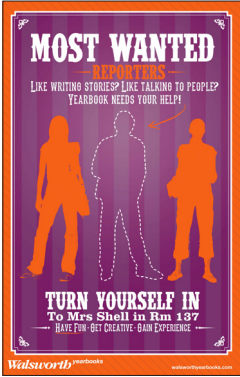
Put these on lockers, friends' notebooks or anywhere else you can think of to advertise recruitment.

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.

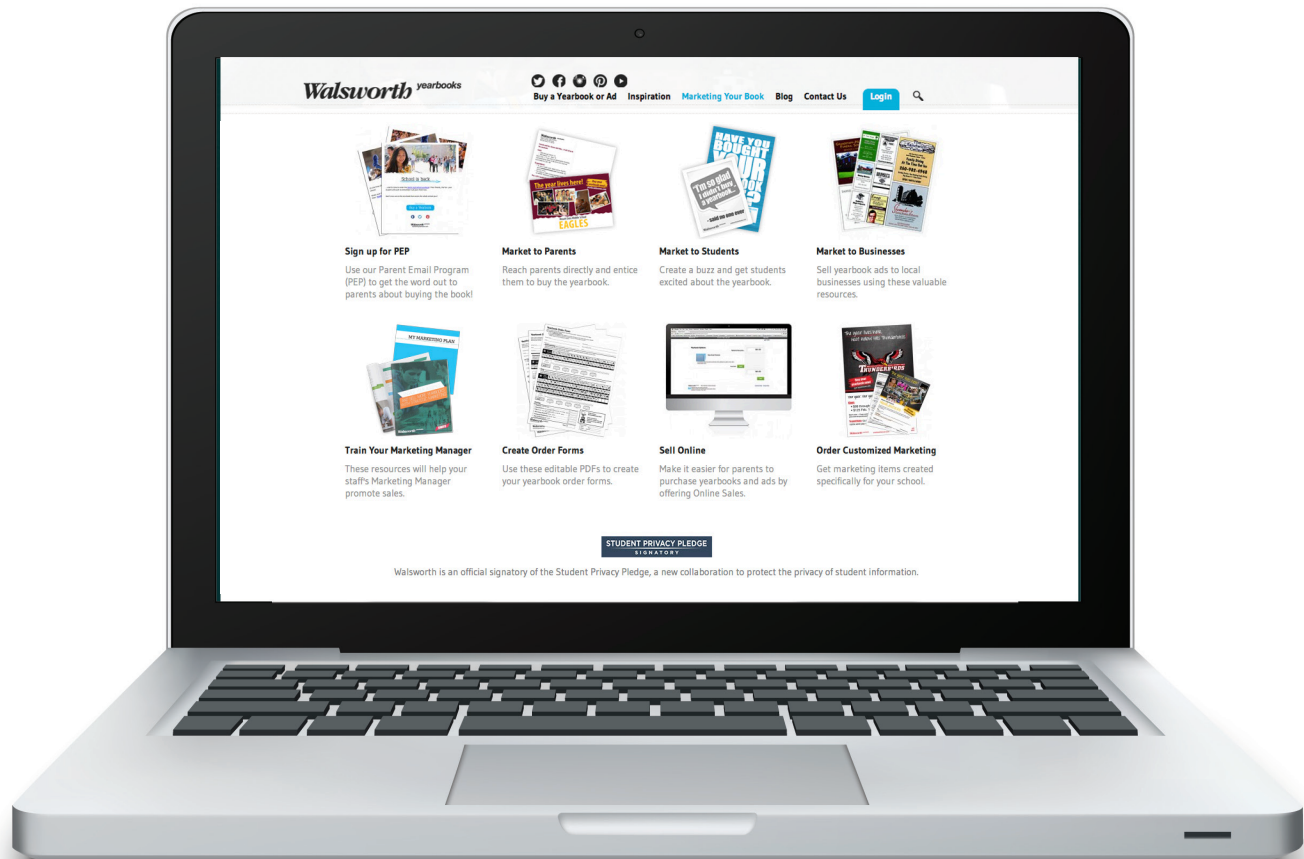
TechKNOW

Get editable templates on walsworthyearbooks.com/recruiting.



What can we do for you?

Go to walsworthyearbooks.com/marketing for more ideas.



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

Email us at marketingyearbooks@walsworth.com.