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# MY MARKETING PLAN



# 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](mailto: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, where and why 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 See lots of marketing ideas at [walsworthyearbooks.com/marketing](http://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](http://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** For more information on sales tables, go to [walsworthyearbooks.com/marketing](http://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.

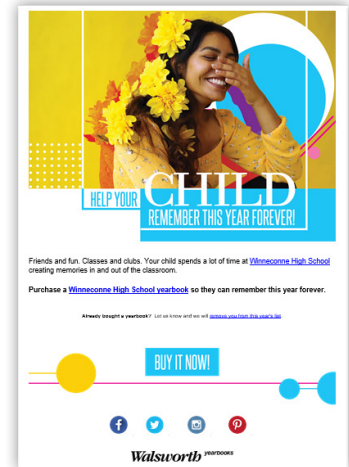
Enroll in our Parent Email Program (PEP) to get emails sent to your parents regularly.

- 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**



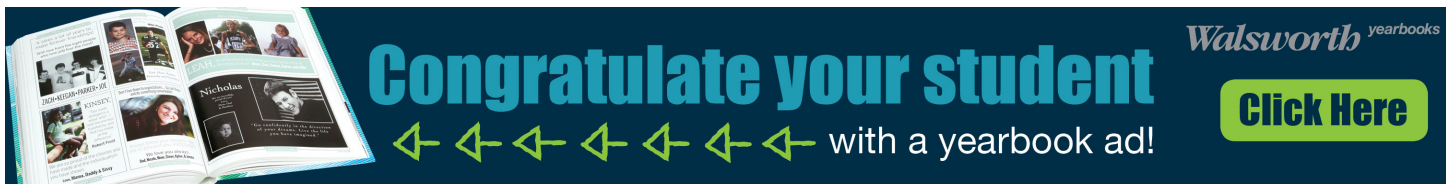


## School website banners

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 and Text Messages

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.

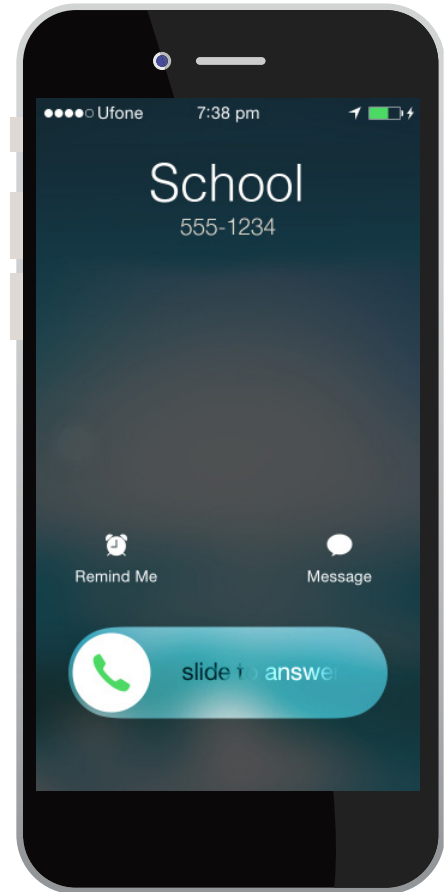
**Warning:** May cause an influx in sales!

### Message tips:

- For all-calls 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 at [yearbookforever.com](http://yearbookforever.com), or at the school with cash or check in room (room #). Don’t wait – yearbook sales end (deadline)! Go to [yearbookforever.com](http://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, text message verbiage and more at [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing). Click on the **Market to Parents** icon.

## 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. 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 [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing). Click on the **Order Customized Marketing** icon.



**the YEAR LIVES HERE!**

Groves High School  
**FALCONS**

This school year will live forever in the pages of the yearbook. Help your student remember friends, classes, fun and more by purchasing a 2020 yearbook for them today!

**COST:**

- \$65 through Nov. 1 (**BEST VALUE!**)
- \$70 Nov. 2 - Jan. 24
- \$75 beginning Jan. 25

Don't wait — if you want to personalize the book, personalization starts at \$10 extra and must be purchased online before Jan. 25!

**TO PURCHASE:**

- To use a credit card or debit card, go to [yearbookforever.com](http://yearbookforever.com) and enter our school name. **This is our preferred method of purchase.**
- For cash or check, bring order form and payment made out to Groves High School to Ms. Neumeyer in room B5.

**DON'T MISS OUT — BUY A YEARBOOK TODAY!**

*Walsworth* yearbooks [yearbookforever.com](http://yearbookforever.com)

### THE YEAR LIVES HERE!

Buy a yearbook to help your student remember the year forever.

**1 Order your 2020 Groves High School Yearbook**

**2 Decide on your Namestamp or iTag Personalization**  
**Namestamp Deadline: Jan. 25, 2020 / iTag Deadline: March 15, 2020**  
 Add personality to the yearbook with one line of text and up to five icons.  
 See costs listed below.  
 Personalization text (enter exactly as you want it to appear):  
 For text, you can use A-Z upper case or lower case, numbers and these characters: # & ! , . - \* & # !  
 Icons:  
 icon number icon number icon number icon number icon number  
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3201 3202 3203 3204 3205 3206 3207 3208 3209 3210 3211 3212 3213 3214 3215 3216 3217 3218 3219 3220 3221 3222 3223 3224 3225 3226 3227 3228 3229 3230 3231 3232 3233 3234 3235 3236 3237 3238 3239 3240 3241 3242 3243 3244 3245 3246 3247 3248 3249 3250 3251 3252 3253 3254 3255 3256 3257 3258 3259 3260 3261 3262 3263 3264 3265 3266 3267 3268 3269 3270 3271 3272 3273 3274 3275 3276 3277 3278

## 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](http://walsworthyearbooks.com/marketing). Click on the **Order Customized Marketing** icon.



check out  
**YOUR  
2020  
YEARBOOK  
COVER**

**Buy your 2020 Lincoln Jr. High School yearbook and remember these days forever.**

**Cost: \$55**

**Deadline: April 15**

Don't wait — if you want to personalize the book, namestamping starts at \$6 extra and must be purchased before Jan. 25!

**To purchase:**

- To use a credit card, debit card or PayPal, go to [yearbookforever.com](http://yearbookforever.com) and enter our school name.
- For cash, check or money order, bring payment made out to <school name> to the main office.

**Don't miss out — buy a yearbook today!**

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ORDER TODAY Limited quantity available!

**Buy now!**  
**YEARBOOKFOREVER.COM**

the  
**YEAR  
LIVES  
HERE!**

**Your year. Your yearbook. Buy one today!**

**Cost: \$40**

**To purchase:**

- To use a credit card, debit card or PayPal, go to [yearbookforever.com](http://yearbookforever.com) and enter our school name.
- For cash, check or money order, bring payment made out to Newark Junior High School to the main office.

**Don't miss out — buy a yearbook today!**

Walsworth yearbooks
yearbookforever.com

**Oh snap.**  
We have your photo.

**Order your Lincoln Jr. High School yearbook today!**

**Cost: \$55**

**Deadline: April 15**

Walsworth yearbooks
yearbookforever.com

**Buy now!**  
**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](http://walsworthyearbooks.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 

twitter 

Pinterest 

Instagram 

[illegible]



## 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!

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

## 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](mailto:marketingyearbooks@walsworth.com).

**TechKNOW** See the English/Spanish marketing items at [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing) and click on **Market to Parents**.

**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.

Hall High School  
**DEVILS**

**Walsworth yearbooks**  
Hall High School  
1000 Main Street  
Reno, NV 89501

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 a yearbook or contact us at [yearbookforever.com](http://yearbookforever.com). Because these beautiful memories, once gone, will never come back.

**Cost:**

- \$50 through Feb. 28
- \$60 Feb. 29 - March 31

**Puede comprar con un anuario de la escuela de su hijo. El anuario está lleno de recuerdos hermosos, convirtiéndolo en un gran testimonio de este tiempo de su vida. Comprelo hoy en la escuela o en el sitio en Internet [yearbookforever.com](http://yearbookforever.com). Porque estos hermosos recuerdos, una vez que se van, no vuelven.**

**Precio:**

- \$50 hasta el 28 de febrero
- \$60 29 de febrero - 31 de marzo

**BONITOS RECUERDOS**

**NEWARK JR. HIGH SCHOOL**

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

Usted puede con un anuario de la escuela de su hijo. Un anuario está lleno de hermosos recuerdos, lo que lo convierte en un gran testimonio de este momento de su vida.

La construcción de alta calidad le permitirá disfrutar el año escolar tantas veces como quieras, por el resto de su vida.

Compre un anuario hoy en línea en [yearbookforever.com](http://yearbookforever.com). Si tiene preguntas, hable con el asesor del anuario.

**COMPRA AHORA**

[yearbookforever.com](http://yearbookforever.com)

**BEAUTIFUL MEMORIES**

**NEWARK JR. HIGH SCHOOL**

Imagine having a collection of memories you can relive anytime 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 their life.

The premium quality construction will allow you to enjoy the school year as often as you like, for the rest of your life.

Buy a yearbook today online at [yearbookforever.com](http://yearbookforever.com). If you have questions, talk to the yearbook adviser.

**BUY NOW**

[yearbookforever.com](http://yearbookforever.com)



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 [walsworthyearbooks.com](http://walsworthyearbooks.com) and search **budget** using the magnifying glass in upper right of page.

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# Your marketing to parents plan

It's time to set it up.

**pick6**

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
- Parent Email Program (PEP)
- All-calls
- Cultural Marketing
- Web banners

\*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.

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

Walsworth's Yearbook AR and Yearbook Snap mobile apps enhance the printed yearbook and give students and parents amazing new ways to share their memories.



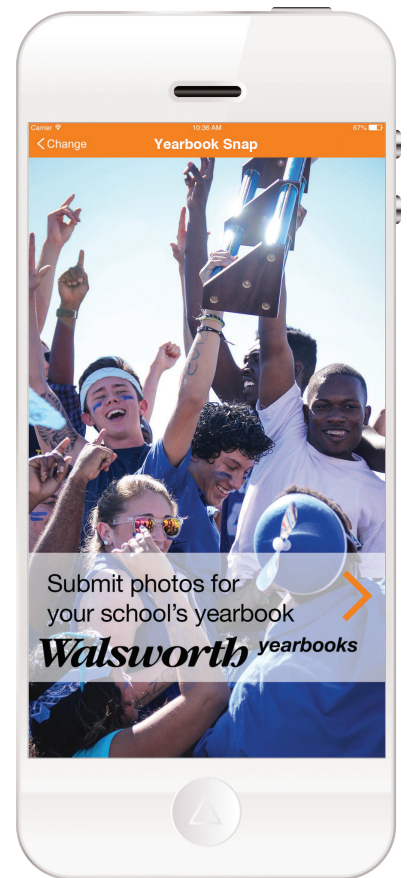
Students and parents can easily submit photos from a school event to the yearbook with the **Yearbook Snap** mobile app.

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**, where students and parents can upload photos at **[yearbookforever.com](http://yearbookforever.com)**.



Bring your yearbook to life with Yearbook AR!

Walsworth's augmented reality app brings a whole new interactive experience to your yearbook. See the Homecoming dance leap off the page. Watch the marching band perform. Relive chemistry class.

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

## 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

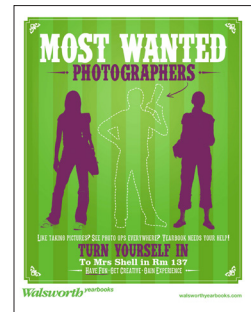
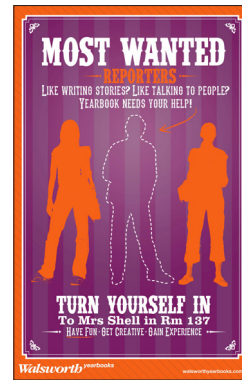
Help students understand what yearbook is all about with these locker stuffers that explain what's great about being on staff and how to apply. Slide them into the lockers of students you think would be great on staff.

### 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](http://walsworthyearbooks.com/recruiting).

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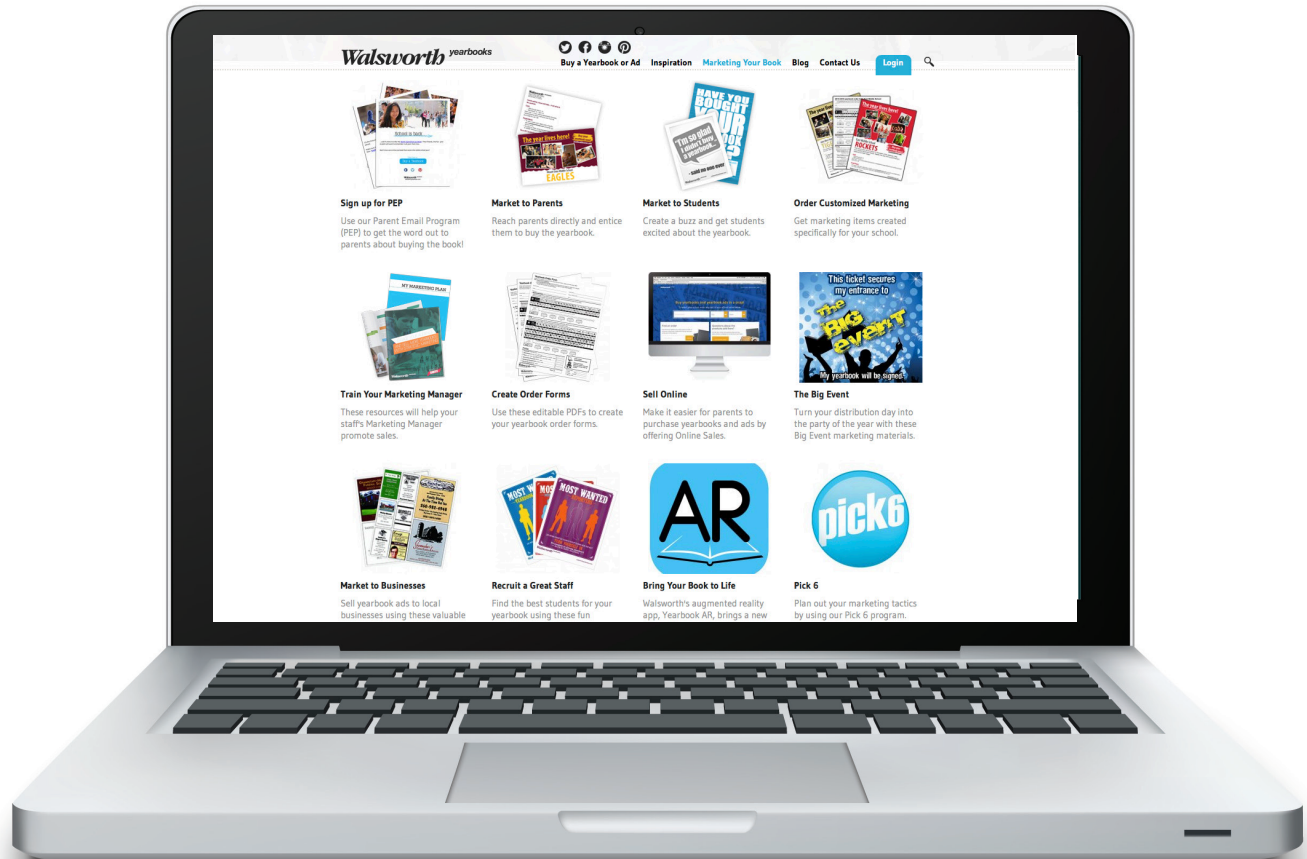
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# WHAT CAN WE DO FOR YOU?

Go to [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing) for more ideas.



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

Email us at [marketingyearbooks@walsworth.com](mailto:marketingyearbooks@walsworth.com).