

# Parent Email Program (PEP) Marketing Plan

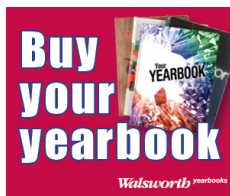
As we send out emails to parents throughout the year, don't forget to market your yearbook in other ways. Here is a comprehensive guide on what marketing tactics you should be doing throughout the year.

## BEFORE YOUR SCHOOL YEAR STARTS

- Set up your yearbook **social media sites** (Facebook, Twitter, Instagram, Pinterest, Snapchat, etc.)



- Choose a **student marketing manager** — a student whose main role is to handle marketing
- Set up **Online Sales**
- Add **Buy a Yearbook** web banners to your school website



- Check with the front office to see if you have a high percentage of any specific culture at your school. If you do, consider using marketing items that are directly written for that culture. Walsworth has pre-made **Marketing to Latino items** but can create materials for any culture if you provide the translated copy.



## BEFORE OR ONCE SCHOOL STARTS

- Sell at **Registration/Orientation/Back-to-school events**
- Order or download these **two valuable resources**:
  1. [Engage Your Audience and Sell More Yearbooks with Strategic Marketing](#) from our *Yearbook Suite* curriculum
  2. [My Marketing Plan](#) for Student Marketing Managers
- Post a **welcome back to school message** on social media sites



# ONCE SCHOOL STARTS

## Request student list with parent email addresses

**AUG. 14** Start **social media posts**, advertising your book and getting feedback. To make the most out of your social media accounts, try to post a status update or meme a few times a week throughout the school year.

## AUG. 23 PEP EMAIL 1

**DAY SCHOOL STARTS** **Guerrilla Marketing:** Ask principal for permission to write “Buy a Yearbook at yearbookforever.com” in chalk on the sidewalk in front of school

## SEPT. 4 LABOR DAY

**WEEK OF SEPT. 11** **Order the Gold Customized Marketing Package:** Includes vinyl banner and event order cards (for your sales tables), fliers to distribute, posters to hang at the school, and Buy a Yearbook and Last Chance postcards (for your home mailings)



## SEPT. 13 PEP EMAIL 2

**WEEK OF SEPT. 18** **Social Media:** Continue posting once a week throughout the school year. Consider doing a Photo of the Week or student polls. Advertise price increases and deadlines, and any specials.

**THROUGHOUT SEPTEMBER** Set up **yearbook sales tables** at parent-teacher nights, football games and other events attended by parents

**SEPT. 20** Send out **all-call** to parents, telling them when, where and how to buy

**HOMECOMING WEEK** **Guerrilla Marketing:** Place **fake parking tickets** advertising yearbook sales on the windshields of cars at the big Homecoming event. A free template can be found at [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing)



**SEPT. 27** **Social Media:** Buy a yearbook!



**OCT. 2 Social Media:** Celebrate **National Yearbook Week Oct. 2 - 6** on social media by posting fun memes and videos promoting your yearbook sales. Consider setting up a sales table at school this week.

**OCT. 3 Guerrilla Marketing:** Hang up **bathroom stall signs** on the back of bathroom stall doors, bathroom mirror signs and water fountain signs advertising yearbook sales. Free templates can be found at [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing)

**OCT. 4 PEP EMAIL 3**

**OCT. 9 Guerrilla Marketing:** Download/create **candy bag tags** to prepare for Oct. 24

**OCT. 16 Social Media:** Buy a yearbook!

**OCT. 20 Social Media:** Post the meme “Yearbooks are so good, it’s scary!”

**OCT. 23 Guerrilla Marketing:** Sell bags of candy using **candy bag tags** to raise money for your yearbook program and promote the yearbook. A free template can be found at [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing)

**OCT. 25 PEP EMAIL 4**

**OCT. 30** Set up **sales tables** at parent-teacher conferences, plays, musicals and sporting events

**FIRST NINE WEEKS** Add **yearbook messaging** to report cards and online grading sites

**NOV. 6 Social Media:** Buy a yearbook!

**NOV. 15 PEP EMAIL 5**

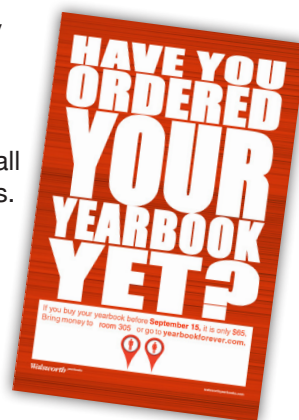
**NOV. 20 Social Media:** Happy Thanksgiving meme — **Gobble up** some memories!

**NOV. 27 Social Media:** Buy a yearbook!

**DEC. 6 PEP EMAIL 6**

**THROUGHOUT DECEMBER Social Media:** Post December holiday specials and memes. Consider a **Buddy the Elf** meme about being excited about yearbooks.

**THROUGHOUT DECEMBER** Create videos, emails and/or flyers targeted to specific **sports teams and organizations** that happened in the fall. **Give teasers** of what you will be including in the yearbook.



**DEC. 11 Social Media:** Don’t miss out — buy a yearbook today!

## DEC. 20 PEP EMAIL 7

DEC. 29 **Social Media:** New Year's meme

JAN. 2 **Social Media:** Buy a yearbook!

JAN. 8 Create **fun videos** to share on your social media accounts or during morning announcements throughout the spring time.

## JAN. 10 PEP EMAIL 8

JAN. 15 **Guerrilla Marketing:** Have cheerleaders **do a cheer** at a basketball game about buying yearbooks, and ask your mascot to **wear a “Buy a yearbook — yearbookforever.com” sandwich board** and walk around the game.

JAN. 16 Send **Buy a Yearbook flier or postcard** home to parents (include with other school mailings, if possible) — last chance for name stamping and/or yearbook (spring-delivery schools), upcoming price increases, etc.



JAN. 18 Send out **all-call** to parents (last chance or some sense or urgency) — when, where and how to buy

## JAN. 31 PEP EMAIL 9

FEB. 5 **Guerrilla Marketing:** Create or download **candy bag tags** to prepare for Feb. 14

FEB. 12 Set up **sales tables** at parent-teacher conferences, plays, musicals, sporting events, etc.

FEB. 14 **Guerrilla Marketing:** Sell bags of candy using **candy bag tags** to raise money for your yearbook program and promote the yearbook. A free template can be found at [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing).

FEB. 14 **Social Media:** Post a **Valentine's Day meme** — “We just click!”

## FEB. 21 PEP EMAIL 10

FEB. 26 **Social Media:** Buy a yearbook!





**MARCH 5 Social Media:** Buy a yearbook!

**MARCH 14 PEP EMAIL 11**

**MARCH 16 Social Media:** Post a **St. Patrick's Day meme** — “Memories aren’t just for the lucky — buy your yearbook before it’s too late!”



**MARCH 19 Guerrilla Marketing:** It’s the end of the year, which means students are spending a lot of time looking at clocks. Hang up some posters or banners by **clocks** to remind students they still have time to buy a yearbook. Free template can be found at [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing)

**MARCH 26 Social Media:** Buy a yearbook!



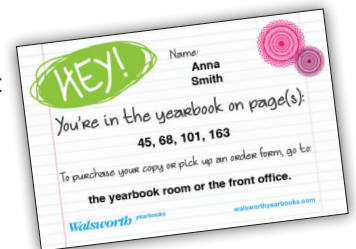
**APRIL 4 PEP EMAIL 12**

**THROUGHOUT APRIL** Create videos, emails and/or fliers targeted to specific **sports teams and organizations** that happened in the spring. **Give teasers** of what you will be including in the yearbook.



**THROUGHOUT APRIL** Set up **sales tables** at end of year banquets, graduation and sporting events.

**APRIL 9 Guerrilla Marketing:** Pass out “**You’re in the Yearbook**” **slips** to students to let them know what pages they will appear on in the yearbook. It will get everyone excited to see the yearbook soon, and hopefully get a few more orders in before sales end. A free template can be found at [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing)



**APRIL 11** Send Buy a Yearbook postcard home to parents — **Last Chance** to buy!

**APRIL 16 Social Media:** Buy a yearbook!

**APRIL 25 PEP EMAIL 13**

**APRIL 30** Consider sending an email to parents about **distribution day**. Contact your Walsworth rep to coordinate how to do this.

**MAY 7 Social Media:** Buy a yearbook!

**MAY 16 PEP EMAIL 14**

