

Marketing Mod 5 Part 3

Create Marketing Calendar

Student's Name: _____

Background Information: Social Media Trends

- Short-lived content continues to grow in popularity.
 - Instagram/Facebook Stories
 - Snapchats
- Social commerce/online shopping keeps growing.
 - SELL YOUR YEARBOOKS ONLINE.
 - Video content dominates.
 - 15 seconds or less videos are the most popular.
- Influencer marketing continues to soar.
 - Consider having yearbook influencers.
 - Recruit students who are well known for this role.
 - Offer gift cards or other discounts for every X amount of posts.
- Technology adoption with all age groups is at an all-time high.
- Higher adoption of augmented reality.
 - That “Harry Potter” effect! Add video to your images inside of the yearbook or on your marketing pieces!
 - Consider using Yearbook AR.
 - User generated content and personalization is becoming more and more important.
 - Promote Namestamps and Personal Ads!
 - Make sure to let people know that is how they can personalize their yearbook.

Your assignment is to create your content marketing calendar for the 2020-2021 school year. How?

I recommend using a Google Calendar or a calendar format of your choice.

If you are new to Calendar, you can find your Google Calendar by

1. Clicking on your account name in the right-hand corner. ...
2. In “Settings,” you should **see** “Connected **Calendars**” — it's in-between “Notifications” and “Billing.”
3. Tap on “**Calendar**” and a list of the **calendars** that have been connected with **Calendar** will appear.

What should be included on the calendar?

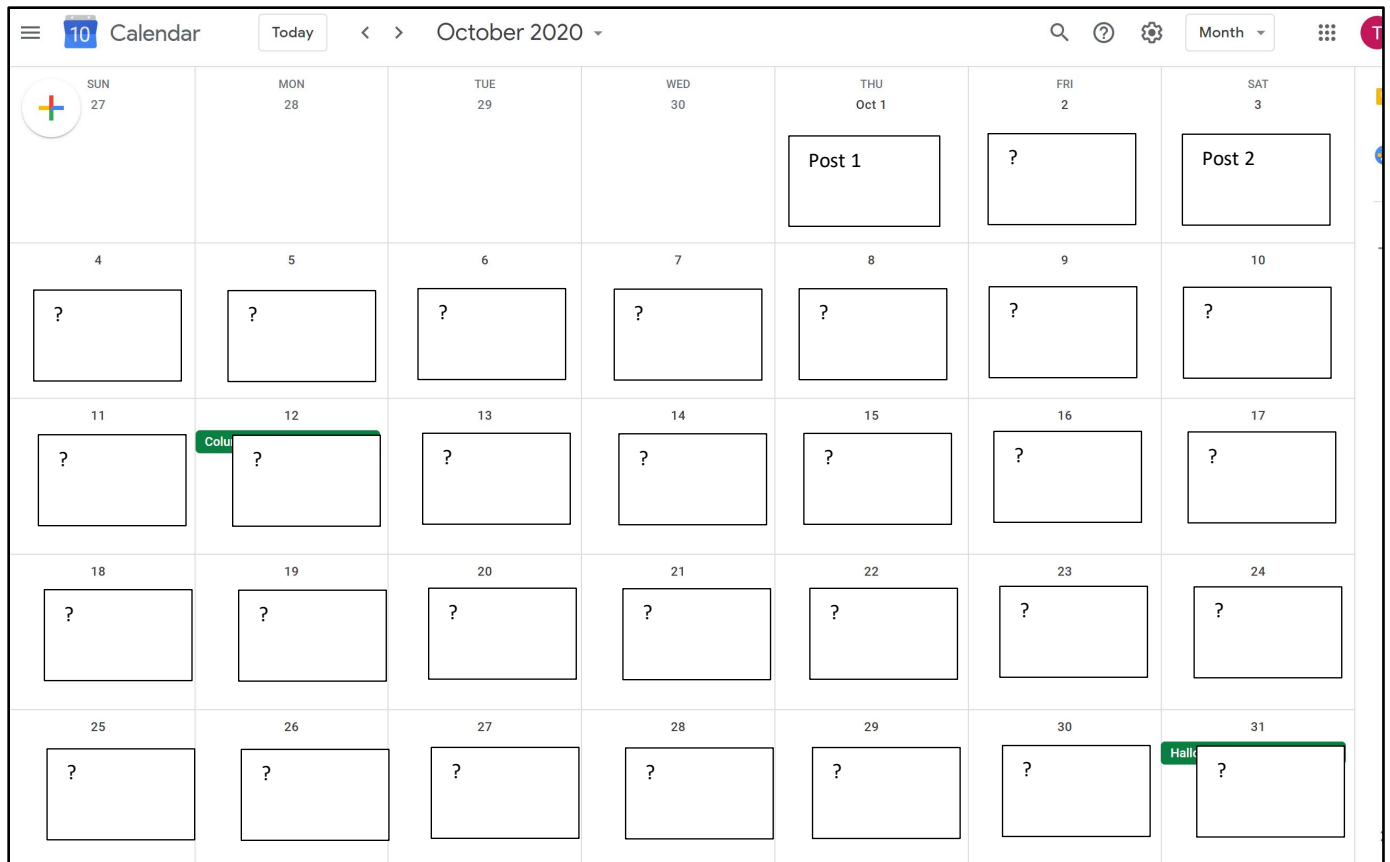
- Start a content calendar where you track:
 - Post times
 - Social media sites
 - Verbiage, graphics, and hashtags
 - Schedule posts in advance

Use the above combined with your in-school marketing to create your plan for the year.

Please note: Someone on your staff will be responsible for creating the “real” school year calendar.

For this activity, create your calendar and then share your suggestions with your yearbook adviser and staff.

- For this exercise, use the one-month calendar provided below or the calendar of your choice.
- If you are using the word doc, just type in 10 possible activity days.
- If you are using the editable PDF, double click on the pen and type in your ten days of marketing activities.
- You can give more details of your 10 suggestions below the calendar.
- A couple of suggestions have been given to you.



Example:

Activity	Date	Time	Site(s)	Verbiage/Graphics
Post 1	Thursday, October 01	9:05 AM	Facebook	Buy Your Yearbook/Photo of a Senior
Post 2	Saturday, October 3	Noon	E-mails	Lucky You. Save \$10 on Your Yearbook!

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