

# 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?**

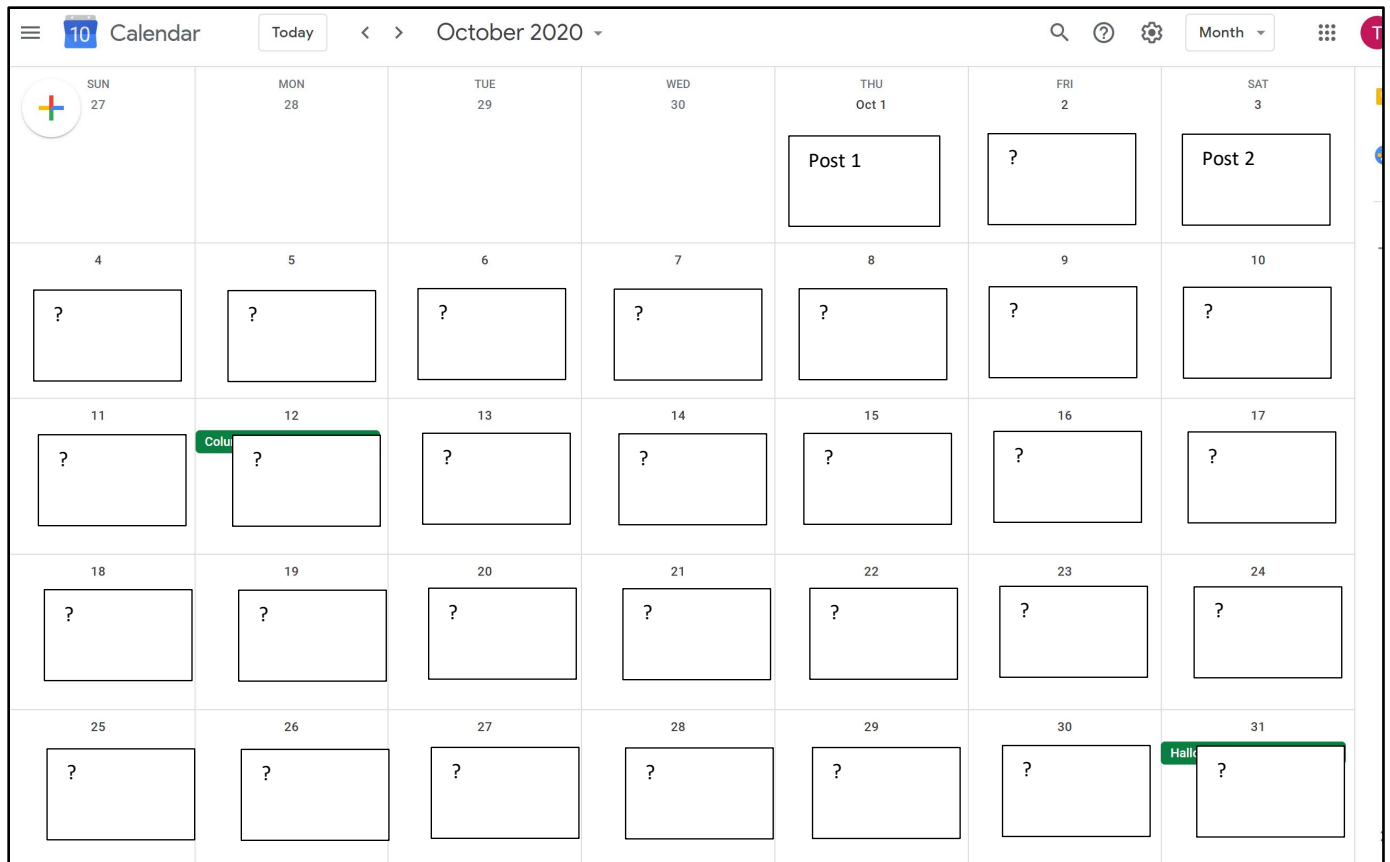
- Start a content calendar where you track:
  - Post times
  - Social media sites
  - Verbiage, graphics, and hashtags
  - Schedule posts in advance

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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