

Yearbook Marketing Checklist for marketing managers

You need to tell every parent and student about the amazing yearbook you are creating and how they can buy one! Use this checklist of marketing tactics to determine what you have used or plan to use. Make a copy to give to your yearbook rep – you keep the original, so the next time your rep is in you can make a plan.

School name: _____ Job number: _____

Marketing manager name (person who will be in charge of the list below): _____

Best way to contact marketing manager: _____ Contact info: _____

	Yes	Not yet Planned date
Tactics that target students		
Are fliers or posters above water fountains?	_____	_____
Are fliers or posters in the restrooms?	_____	_____
Are labels with purchase information on vending machine products?	_____	_____
Have you sold yearbooks in the cafeteria?	_____	_____
Tactics that target parents		
Have you emailed parents to remind them to buy the book?	_____	_____
Have you used the All-call system to call parents about buying the book?	_____	_____
Have you mailed a flier and order form to parents?	_____	_____
Have you mailed a postcard with purchase info to parents?	_____	_____
Do office personnel know the price and how to buy a yearbook?	_____	_____
Are yearbook order forms or online sales information available in the main office?	_____	_____
Is your website banner on your school's website home page?	_____	_____
Have you sold yearbooks at registration or parent-teacher conferences?	_____	_____
Have you sold yearbooks at games, plays or other events that parents attend?	_____	_____
If your student body is 20%+ Latino, have you used Latino Marketing?	_____	_____
Tactics that target both students and parents		
Are yearbook posters by all the school doors?	_____	_____
Are yearbook posters in the main front office?	_____	_____
Have you used yard signs, an outdoor banner or the school's marquee?	_____	_____
Are you using Twitter to promote your yearbook?	_____	_____
Are you using Facebook to promote your yearbook?	_____	_____
Are you using YouTube, Pinterest, Instagram, or Vine to promote your yearbook?.....	_____	_____
Have you created a video to use for daily announcements and your social media sites?	_____	_____
Are there any other marketing tactics not named here that you've tried or would like to do?	_____	_____
If so, what? _____		

Have you filled out your Pick 6 marketing plan at walsworthyearbooks.com/marketing ?	_____	_____

How are you doing on your marketing?

- ✓ If you checked six tactics as complete, you're a marketing newbie.
- ✓ If you checked six tactics completed and planned three more, you're a marketing pro.
- ✓ If you completed/planned six tactics targeting parents and six tactics targeting students, you're a marketing guru.
- ✓ If you completed six or more tactics targeting parents and six or more tactics targeting students, you're a marketing hall of famer. Reward yourself!

To see all marketing resources available, go to **Marketing Help on your Members Only page.**

- Look through the Marketing to Parents and Marketing to Students sections.
- See Guerrilla Marketing and the Do-it-yourself templates for cool ideas!
- Questions? Email us at marketingyearbooks@walsworth.com.