

A young woman with dark hair is looking down at a chessboard. The chessboard is on a table, and several chess pieces are visible. The background is a blurred image of the same woman and chessboard, creating a sense of depth. The overall color scheme is teal and green.

ENGAGE YOUR AUDIENCE

AND SELL MORE YEARBOOKS
WITH STRATEGIC MARKETING

Walsworth yearbooks

Yearbook
SUITE

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Corporate Office: 306 North Kansas Ave., Marceline, MO 64658
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Yearbook Sales and Marketing Office: 7300 West 110th Street, Suite 600, Overland Park, KS 66210
800-369-2965

For more information about this curriculum guide or any other Walsworth products and services, visit walsworthyearbooks.com or call 800-972-4968.

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Aimee Parsons, Marketing Specialist
T. Edward "Blaze" Hayes, Area Sales Manager
Mike Taylor, Journalism Specialist

Consultants

Emily D. Gillette, Yearbook Sponsor, Greensville County High School, Emporia, Va.
Brian Krawetzke, Yearbook Adviser, Shawnee High School, Lima, Ohio
Reese Ericson, CJE, Walsworth Yearbooks Sales Representative
Cosette Livas, Walsworth Yearbooks Sales Representative

By Kris Mateski
Manager of Yearbook Marketing, Walsworth Yearbooks

ENGAGE YOUR AUDIENCE

AND SELL MORE YEARBOOKS
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STUDENT WORKBOOK

ENGAGE YOUR AUDIENCE AND SELL MORE YEARBOOKS WITH STRATEGIC MARKETING

You're spending a lot of time creating this amazing book that captures all the events of the year. You also need to make sure you're taking the time to market your yearbook and ads. Why? For starters, everyone in the school should see your hard work and get to enjoy a yearbook.

So what is marketing? Everyone knows what it is – you see it every day. It's "the right product, in the right place, at the right time, at the right price." Some may say that if your product, the yearbook, is good enough, it will sell itself. Do you think companies such as Apple or Starbucks ever say that? They allocate a portion of their staff, and of their time, energy and budget to making sure consumers are aware of the products they have. Your yearbook is competing with a lot of other items – make sure students and parents are aware of the book and entice them to buy it.

Learning how to market and setting up your marketing plan is a fun and engaging group activity. To help you create the right marketing plan for your school, this book will teach you:

How to define and get to know your audience

How to use the 4P's to ensure your marketing is effective

To define the right marketing tactics for your target audiences

How to set up your marketing plan

Ways to use social media to maximize engagement with your potential customers

Lesson 1

Know Your Audience

Objectives – In this lesson, you will learn:

How to segment your target audience into groups

To create personas for each group

Before you start talking about different marketing tactics you want to try or designing your first flier, you need to think about the people who will see your message. These people are your target audience and if you want to connect with them (and get them to buy), you first have to define them.

For yearbook and ads, you can typically divide your audiences into four groups:

STUDENTS

PARENTS

BUSINESSES/BUSINESS OWNERS

CIVIC ORGANIZATIONS



But how about dividing students even further into different groups?
You have different types of students at your school, right?

STUDENTS:

- HONORS PROGRAM
- ATHLETES
- BAND MEMBERS
- THEATRE
- FORENSICS TEAM MEMBERS

Once you have a complete list, it's time to start identifying the differences between all of these groups. Think about demographics like age, what they enjoy doing and what types of tools or services they use on a daily basis.

MESSAGE TO STUDENTS

Your year. Your yearbook!



South High School

RAVENS

Remember all the big and little moments of this year with a South High School yearbook. Buy your yearbook today!

**Buy your
yearbook now!**
yearbookforever.com

Cost:

- \$45 through Dec. 31
- \$50 Jan. 1 - April 30

Don't wait — if you want to personalize the book, namestamping starts at \$6.50 extra and must be purchased before Jan. 31!

To purchase:

- To use a credit card, debit card or PayPal, go to yearbookforever.com and enter our school name.
- For cash or check, bring payment made out to South High School to the main office.

Student name _____ Grade _____

Address _____

Phone _____ Email _____

Number of yearbooks _____ x \$ _____ = _____ Total cost

Walsworth yearbooks

yearbookforever.com

MESSAGE TO PARENTS

Memories get more precious over time!



South High School

RAVENS

How much are memories worth to you? Don't let your child forget all the great times of their high school years. Buy their yearbook today!

**Buy your
yearbook now!**
yearbookforever.com

Cost:

- \$45 through Dec. 31
- \$50 Jan. 1 - April 30

Don't wait — if you want to personalize the book, namestamping starts at \$6.50 extra and must be purchased before Jan. 31!

To purchase:

- To use a credit card, debit card or PayPal, go to yearbookforever.com and enter our school name.
- For cash or check, bring payment made out to South High School to the main office.

Student name _____ Grade _____

Address _____

Phone _____ Email _____

Number of yearbooks _____ x \$ _____ = _____ Total cost

Walsworth yearbooks

yearbookforever.com

Many companies take this a step further and create personalities, or personas, around each audience type. First draw a representative picture or caricature of each group and name them. You can also create a collage to depict this type of person. The great thing about developing personas is that you get very familiar with each group and it becomes easier to identify with them. This will come in handy when you develop your messaging. Keep in mind, you do not have to develop completely different marketing for each student group — but you may want to do a general version with some additional versions that have a slightly different message.

ACTIVITY

Your Name:

UNDERSTANDING YOUR AUDIENCES

List your yearbook audiences and any subgroups within each audience type.

Have a group brainstorm and identify the differences between each group. Sketch a persona or create a collage for each.

AUDIENCE 1:

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ACTIVITY

AUDIENCE 2:

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AUDIENCE 3:

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NOTES!



RATE YOUR PROGRESS

4.0 ☐ I can do all tasks in 3.0 and I can teach others!

3.0 ☐ I can demonstrate an ability to identify the target audiences for marketing my yearbook.
I can...

a. work with others to brainstorm various groups and subgroups of
students and community members

b. work with others to create personas for each group

I can demonstrate an understanding of the different characteristics of these groups and the need
to adapt my marketing strategies for each.

2.0 ☐ I understand why it is necessary to market a yearbook to different audiences, but I am having
trouble identifying these groups and their differences.

1.0 ☐ I don't understand the purpose in knowing your audience when marketing a yearbook.

Lesson 2

Setting the Stage for Your Marketing Plan

Objectives – In this lesson, you will learn:

The P's of marketing

How to develop your comprehensive list to create a well-thought-out marketing plan

One of the first concepts marketing students learn is the 4 P's (product, price, placement and promotion). This marketing mix helps you look at all aspects of your yearbook to make sure your marketing will be effective. In today's world, the 4 P's can be easily expanded to become the 7 P's – product, price, placement, promotion, positioning, people and physical presence. Use these P's to get everyone on the same page, to decide what to do and to create your marketing plan.

The P's

1. PRODUCT (OR WHAT)

This one is easy to answer – you're producing a yearbook and ads within the book. But you need to make sure you are producing and selling what your classmates want.

- Do you have good coverage?
- Is your book representative of the year?
- Are you giving parents and students the opportunity to contribute photos or stories?
- Are you sharing what your cover and book will include so they know what they are buying?
- Are you making the book interactive by using Walsworth's Yearbook 3D, Yearbook Shout and Yearbook Snap mobile apps?

You control what's in your product and have an obligation to create a product that people want. It will be hard to convince someone to buy a yearbook, or place an ad in a yearbook, if it does not include them or is not relevant to them.

One of the best ways to find out if your staff is on target is to distribute a reader survey along with your yearbook. Get feedback from your customers on what is good, and what needs to be improved.

It can be hard to hear criticism, but remember this quote from Bill Gates – “Your most unhappy customers are your greatest source of learning.” You will get some positive buzz going just by asking the questions. If people feel like you value their opinion, they are likely to stay engaged.

2. PRICE (OR COST)

To consider the price you will charge for the yearbook, review what the book will cost you to print and any additional yearbook expenses such as conventions and workshops, cameras and equipment, reporter's notebooks and press passes. Then you need to look at your sources of revenue – yearbook sales, parent and business ads, and any fundraisers or additional support.

Next, if you sell ads, consider what sizes you will sell and what you will charge for each. One page of ads in your book should pay for the ad page plus one more page.

Now set your sales goals for yearbooks and ads for this school year. Your book is going to be amazing and your marketing will be fantastic, so push yourself to sell more than last year.

Once you determine what you need to charge for each book and ad, consider these ideas:

- Make sure you're always building the value of the yearbook. Yes, the yearbook costs money and you may hear some say it costs too much, but think about how much you and your friends spend each month on items that have value for you. You can't put a price tag on memories – and students will want the yearbook in future years. Your job is to figure out ways to effectively message this to your school community. Keep in mind that by engaging students and sharing with them on a regular basis, you are building value.



- Get creative with your pricing:
 - > To encourage purchases early in the year, think about offering early bird specials, staggered pricing or a coupon at the beginning of the year.
 - > If you are going to offer incremental pricing, try to make the difference enough that a parent thinks they should buy right then. If it's only a few dollars higher, it doesn't seem as urgent.
 - > If you sell yearbooks and ads, should you consider a bundled price (get a yearbook and ad for a lower price than individually)? This could work for both senior ads and business ads.
 - > Charge more for late ads to get your ad sales completed early.

3. PLACEMENT (OR WHEN, WHERE AND HOW)

- When can yearbooks and ads be purchased? Be clear with sales dates. If you sell for longer than a two-week period at a time, give end dates of no more than two weeks for your promotions. Any longer and people procrastinate. This is also where incremental pricing can play a role.
- Where can people purchase? At school, during registration, online? Make it easy and convenient to buy!
- How can they pay? Credit card, PayPal, check, cash, money order? Making it convenient for parents to pay is key.



4. PROMOTION (OR MARKETING TACTICS)

This is the fun stuff! These are the tactics that make up your marketing plan. They are how you plan to reach your parents and students to get them to buy a yearbook and ad. Think posters, fliers, sidewalk chalk, stair signs and much more!

Let the brainstorming begin, at the end of this lesson and during the next!

5. POSITIONING (OR WHY)

You need to make an emotional connection with the students and parents to get them to buy.

With positioning, you create the message that you think will make an emotional connection with your target audiences. Chances are you will have a different message for your fellow students than you have for their parents.

6. PEOPLE (OR WORD OF MOUTH)

Think about which students in your school would be good brand ambassadors for your yearbook. According to Facebook CEO Mark Zuckerberg, "Nothing influences people more than a recommendation from a trusted friend."

- When your photographers take pics, hand out "You could be in the yearbook" cards. Tell them how awesome the yearbook will be.
- Consider using a tool like Walsworth's Community Upload and Yearbook Snap mobile app to get photos from parents and students. Use Event Cards that say you spotted them taking photos and would like to consider their photos to use in the yearbook. That will get everyone talking!



7. PHYSICAL PRESENCE (ATTITUDE)

Think about the impression your classmates get when you leave the yearbook room in a bad mood or talking about a fellow staffer. It's easy for them to infer the yearbook isn't good.

So make sure you are always talking about how great the yearbook is going to be and give off a positive vibe. Your friends will pick up on it, and your sales could grow.

ACTIVITY

Your Name:

CHECKING COVERAGE

Answer these questions to determine if your book (your product) is inclusive, which will give more students and parents a reason to buy it and place an ad in it.

Does the yearbook have complete coverage? Is there a representative sampling of all types of students that attend your school?

.....

Is your book representative of the year, or could it reflect any year?

.....

Do you provide a way for parents and students to easily contribute photos or stories?

.....

Are you previewing your cover and book on marketing materials so students and parents know what they are buying?

.....

ACTIVITY

Your Name:

LAY THE FOUNDATION FOR YOUR MARKETING

Take the P's numbered 3-7 and start brainstorming how to use them to your advantage for your yearbook and ads. Fill out one sheet for yearbook and one sheet for ads. Use the following guidelines:

Work in small groups.

4-7 people is a good number for brainstorming. Individuals are more likely to share that way.

Follow the rules of improv.

Use the "yes, and..." approach. If I say, we should have the yearbook on sale at a senior event like a college fair, the next person would say "Yes, and..." and build upon my idea. There is no such thing as a bad idea during a brainstorm.

Collect residual ideas.

Sometimes ideas will pop up after the brainstorming session is over. Record all ideas and meet for a brief time of sharing any new thoughts since the original session.

Set the scene.

Have pencils, paper, magazines, computers/tablets and stress balls around for reference, inspiration and to break any monotony.

PRODUCT:.....

PRICE:.....

PLACEMENT:.....

PROMOTION:.....

POSITIONING:.....

PEOPLE:.....

PHYSICAL PRESENCE:.....

.....



RATE YOUR PROGRESS

4.0 ☐ I can do all tasks in 3.0 and I can teach others!

3.0 ☐ I can demonstrate an ability to use the seven P's of marketing to create a comprehensive list of ideas to market both yearbooks and ad sales.

I can...

a. analyze the coverage of my yearbook and can use this content to appeal to different audiences

b. work with others to gather relevant information about our audiences and yearbook

c. use the information that is gathered about our audiences and yearbook to brainstorm ways to apply all of the seven P's of marketing

2.0 ☐ I understand that I need to know the seven P's of marketing before creating a marketing plan, but I don't understand how to apply them to marketing a yearbook.

1.0 ☐ I don't understand what information I need to have before creating a marketing plan.

Lesson 3

What you've always thought of as marketing

Now it's time to think about what marketing tools are available to you and what could work for each of your target audiences.

You should always start by looking at which marketing tactics will reach the most people at the lowest cost. Remember, you will have different tactics for each of your main target audiences (students, parents and businesses). You need to analyze each tactic to determine the group(s) it would reach. For example, many parents rely on email, but do students use it?

Then, working with your adviser, determine which tactics are available at your school. Does your school have a parent email list? You may need to check with the front office. How about your school website – are you allowed to promote the yearbook on it? Even if something wasn't available last year, ask again as policies may have changed.

Objectives – In this lesson, you will learn:

The different types of marketing tactics available

Why different tactics are needed for each audience

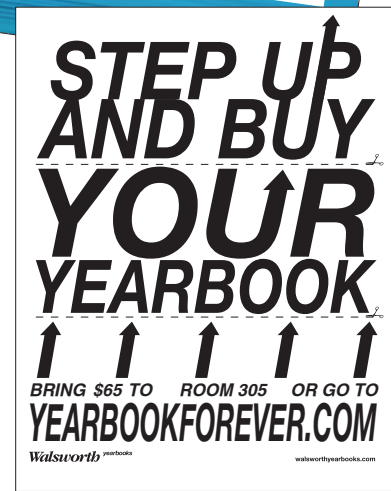
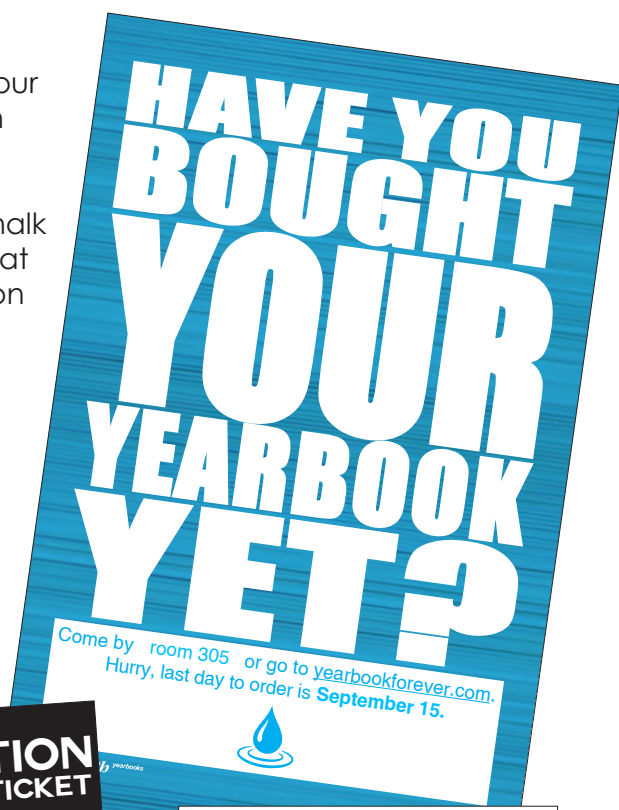
HERE IS A STARTING LIST OF MARKETING TACTICS YOU SHOULD CONSIDER.

REGISTRATION/BACK-TO-SCHOOL EVENTS

Does your school have a back-to-school or registration event? Get a jump-start on your sales by allowing parents to order then. Make it impossible for parents to complete registration without knowing the book is for sale. If you have a computer or iPad and Internet access, parents can order the yearbook or ad right there with a credit card or PayPal account.

GUERRILLA MARKETING

These unconventional ways to get your message to your target audiences are usually fun, eye-catching and in interesting locations. There are countless ways to do guerrilla marketing – you just need time to brainstorm! Think about items like fake parking tickets, sidewalk chalk and stair signs. The list could go on and on! See ideas at walsworthyearbooks.com/marketing, and then click on Marketing to Students or Marketing to Parents.



EMAIL MARKETING

Emails are effective at reaching adults. Send an email to parents with the details on why, how and where to purchase, including a link to your online sales at yearbookforever.com or your online sales website. Easy for you to send, and easy for them to buy!

Sample Custom Email



Dear Parent,

Don't wait to reserve your student's copy of the West High School yearbook! **Buy online** with a credit card, debit card or PayPal at yearbookforever.com. **Yearbooks are on sale** for \$50 now but the price will increase throughout the semester!

These are the days your student will want to remember forever. Buy their yearbook now to help make it unforgettable.

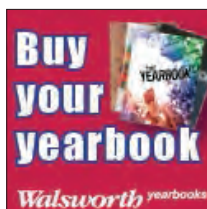
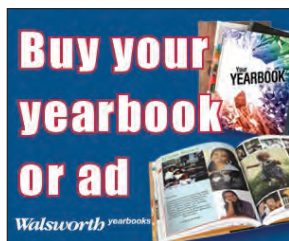
Go Panthers,
West High School Yearbook Staff

BRAND AMBASSADORS

Identify different students in different groups, give them yearbook insider-information and ask them to share this info and their excitement about the yearbook with their friends and classmates.

SCHOOL WEBSITE BANNERS

Advertise where parents go most – the school's website. Work with your school's website administrator to place a Buy a Yearbook banner on the site and link directly to your order form on yearbookforever.com or your online sales website. Does your school have a grading site or events calendar? Place a web banner there, too!



ALL CALLS

Use your school's phone messaging system to tell parents when and how to purchase. Keep it short: limit your message to 20 seconds or less. This is a great way to reach parents who may not use email.

All Call Phone Script

Version 1: In-School Book Sales

Have you bought your student's (school name) yearbook yet? If not, check out our booth at (event) on (date and time). We'll also have sales booths in the front lobby at school on (date), from (time). You can pay by cash, check or credit card.

Don't wait – our special price of \$(cost) ends after (deadline)! Buy your student's copy this week!



SALES TABLES

Set up a table in the cafeteria or commons area for a one-week sale. Also, identify school events that parents attend and set up a sales table to sell and promote the yearbook. Make yearbook visible! Be at senior events, school fundraising events and games to sell the yearbook.

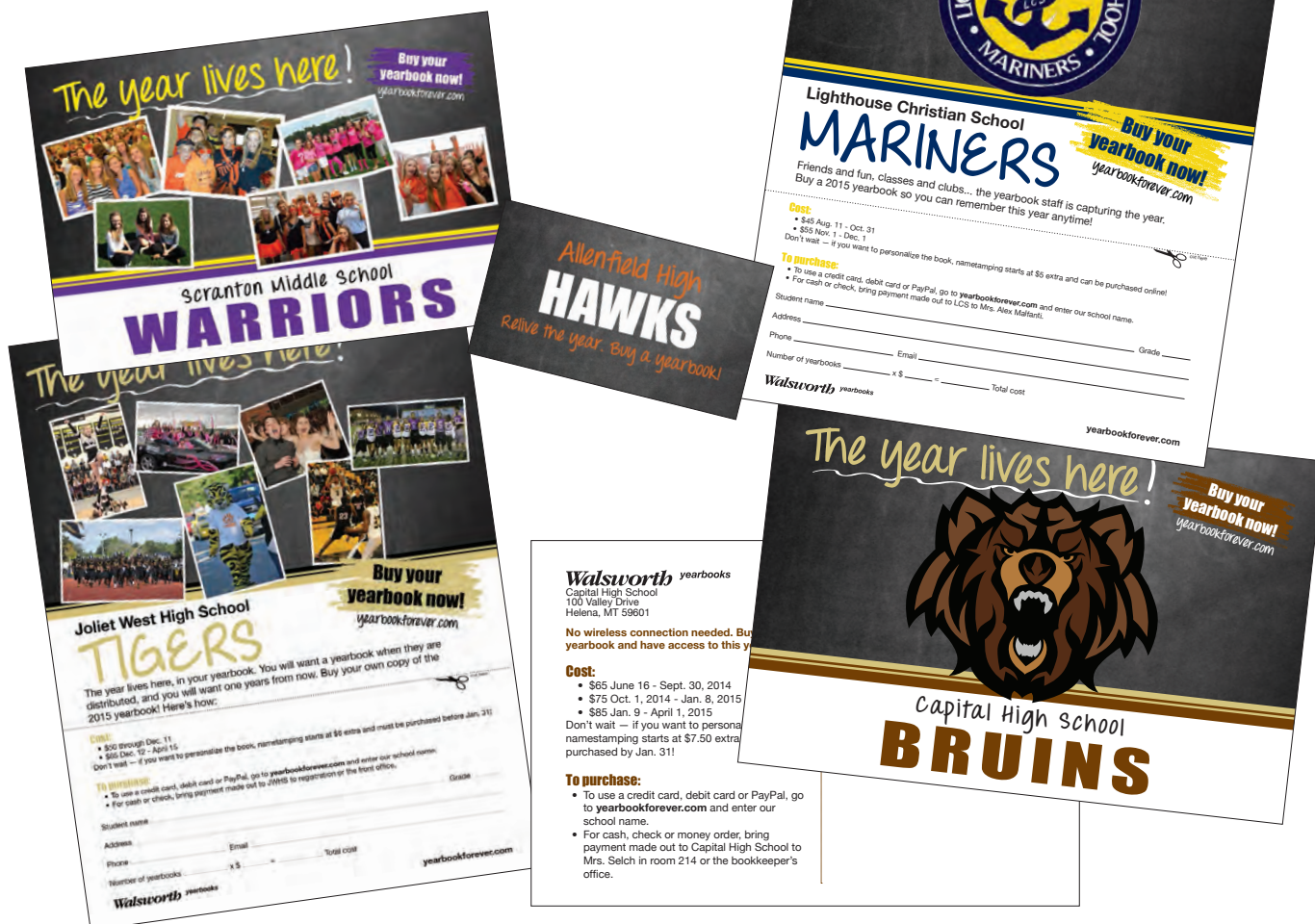
SOCIAL MEDIA

You know – Facebook, Twitter, Instagram, YouTube and Pinterest (to name a few). Parents and students visit these sites every day. Use them to show sneak peeks of photos or spreads, tag students who are in the photos and just have fun! It's all about engaging your audience here.



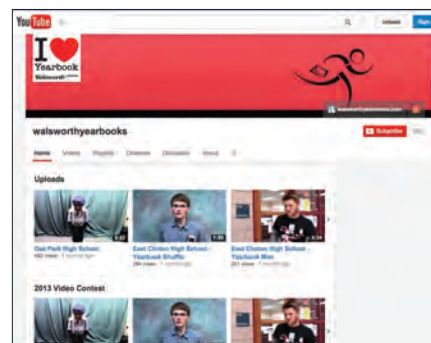
MAILINGS TO PARENTS

Use actual photos from your school, school colors and the school mascot on fliers and postcards you send to parents. Parents react to photos of students they recognize. And if your office is already sending something home, see if you can include this marketing item in their mailing and save on postage!



VIDEOS

Create funny videos about the yearbook and watch the yearbook message spread. Don't worry about making the video perfect, the funny ones are more likely to get shared. Post to your social sites, your school's video messaging, school channel and anywhere else it will get seen. Check out Walsworth's YouTube channel to see what other schools have done. Go to youtube.com/walsworthyearbooks, click on **Playlists** and look at the 2013 and 2022 Video Contests.



LATINO MARKETING

Speak directly to your bilingual parents with a yearbook message that explains what a yearbook is and how it celebrates their child's accomplishments. If your school has 20%+ Latino enrollment, you should be spreading the yearbook sales information in both Spanish and English to your Spanish-speaking parents.



STAFF CHALLENGES

What's more fun than a friendly competition? In the winter, divide your non-buyers list among all the yearbookers and have a competition on who can sell the most yearbooks in a two-week period. Or, have a competition on who sells the most business ads in June. Think of a fun prize and offer incentives along the way.

AD SALES CALLS

For some audiences, you need to meet with them in person to discuss your product and sign contracts. This will often involve setting up an appointment on the phone and then going as a team of two to three students to their location.

PARENT AD NIGHT

Schedule a night at school when parents can come and bring their photos, text and payment and the yearbook staff will create the ads right there. It's a quick, convenient way to get most personal ads sold and created.

TRACKING YOUR NON-BUYERS

As the school year progresses, think about how you want to market directly to any non-buyers. Consider things like:

- > As pages get completed, do locker stuffers or fliers telling them how many times they are in the book.
- > Send a parent email or postcard telling them their student is in the book and number of times.
- > Post a list of most-wanted (buyers). As people buy, cross their names off the list.
- > For those schools that do not share their cover right away: Create an oversized poster of your cover and tape postcards over it with the names of students who have not bought a book. As they buy, remove their name card to reveal a little more of the cover.

REWARD YOUR BUYERS!

These are your loyal purchasers and they deserve to be recognized. Use techniques like "sweet treats" promotions and give candy to students who already purchased the yearbook at key times such as Valentine's Day, Sweetest Day, Halloween; or host VIP events. These are creative ways to market to non-buyers while rewarding students who have already purchased. Use low-cost or donated items, and get students talking!



ACTIVITY

Your Name: _____

IDENTIFY MARKETING TACTICS

Take 10-15 minutes on your own to list which marketing tactics could work based on what's available at your school. Then, write down additional ideas.

As a group, discuss each person's ideas and compile a complete list.

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NOTES!

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RATE YOUR PROGRESS

- 4.0 ☐ I can do all tasks in 3.0 and I can teach others!
- 3.0 ☐ I can demonstrate an understanding of the different types of marketing tactics and how to apply them to selling yearbooks to a variety of audiences.
- I can...
- a. work with others to create a list of potential marketing tactics
 - b. participate in discussions regarding how to best implement these marketing tactics and how to adapt them for different audiences
- 2.0 ☐ I understand that there are a variety of ways to market a product, but I don't understand how to use them all to market a yearbook or how to adapt them for different audiences.
- 1.0 ☐ I don't understand the different tactics to marketing a yearbook.

Lesson 4

Let's Get Planning

Objectives – In this lesson, you will learn:

How to set up your marketing plans by audience

How to set up marketing plans for yearbooks and ads

With your list of the marketing tactics you think could work at your school, it's time to create your marketing plan for each audience.

To make it easy, we recommend creating a different marketing plan for each audience first and then combining everything. You can combine all the plans in a couple of ways:

Create one complete calendar. You may choose to make this a Google Calendar for easy access by all, a PDF or even a printed calendar. It's up to you. This complete calendar will make it easier for you to scan the items that are due and stay organized.

or

You can also use a free online tool like Trello (trello.com). Trello is a collaborative project management tool that uses boards and cards to help you stay organized. You can create a different board for each month and add each marketing tactic as a card (or task). You can also set deadlines, add people to each card and share comments with each other.

You just need to find the way that works best for you and your team. Combining these items into one calendar or place will make it easier for you to scan the items that are due and track your progress throughout the year.

Review these sample plans to get an idea of how to create your plans.

YEARBOOK SALES (AUDIENCE: STUDENT)

- **July 15:** Start social media campaign and post three times per week
- **Aug. 1:** Back-to-school event
- **Aug. 15:** Create and hang/display Guerrilla Marketing items
- **Sept. 5:** ID and train Brand Ambassadors
- **Oct. 6-9:** Yearbook Sales Week in school
- **Oct. 27:** More fun Guerrilla Marketing
- **Nov. 3:** Reward buyers with fun promotions
- **KEEP GOING!**

YEARBOOK SALES (AUDIENCE: PARENTS)

- **Aug. 1:** Back-to-school event
- **Aug. 15:** Start email campaign; post banners online
- **Sept. 5:** Identify all school events parents attend; add to calendar
- **Oct. 1:** Promote upcoming Yearbook Sales Week
- **Oct. 27:** Send mailing to parents
- **Nov. 3:** Send email promoting holiday gift certificates
- **KEEP GOING!**

AD SALES (AUDIENCE: PARENTS)

- **Aug. 1:** Back-to-school event
- **Aug. 15:** Start email campaign
- **Sept. 5:** Send mailing to parents
- **Sept. 29:** All-call to parents

AD SALES (AUDIENCE: BUSINESSES)

- **Aug. 1:** Research businesses; compile list of last year's purchasers
- **Aug. 5:** Divide list and assign to student groups
- **Aug. 11:** Run market analysis and create flier explaining why they should buy
- **Aug. 18:** Drop off or mail flier; send email
- **Aug. 25:** Schedule times for in-person meetings
- **Sept. 8:** Send follow ups

ACTIVITY

Your Name: _____

CREATE YOUR MARKETING PLAN

Fill in this Pick 6 form to create a marketing plan for each audience. For each plan, you need to:

Write in the marketing tactic.

Give an approximate date for when you want this tactic to be sent/go live. Certain items, such as registration, may only occur once and the date is set in stone. Those are the easy ones to list first. Other items, such as emails, can be done several times. When timing your tactics, keep in mind dates such as when sales first start, the week or two prior to a price increase, event dates and holidays.

List where the promotion will take place and if there is anything you need to do in advance. Consider whether special administration permissions are needed or if you need to notify the janitorial staff. This assumes you will make sure all items are designed, approved and printed or ready to go live prior to this date.

As you're filling out your plan, remember to market to each audience in at least three different ways. But do not just look at the number of times and ways you are marketing to them. Try to make each interaction with them a quality one. Make sure you're using the right message at the right time.

Once you complete your marketing plan, forward a copy to your Walsworth Yearbooks sales rep so they can give you encouragement and additional ideas!



Marketing Menu

Walsworth yearbooks

MARKETING TO PARENTS

MARKETING TACTIC	DATES	LOCATION
Registration/Back-to-school Events _____ _____ _____	_____ _____ _____	_____ _____ _____
Guerrilla Marketing _____ _____ _____	_____ _____ _____	_____ _____ _____
Email Marketing _____ _____ _____	_____ _____ _____	_____ _____ _____
Web Banners _____ _____ _____	_____ _____ _____	_____ _____ _____
All Call Messages _____ _____ _____	_____ _____ _____	_____ _____ _____
Sales Tables _____ _____ _____	_____ _____ _____	_____ _____ _____
Social Media _____ _____ _____	_____ _____ _____	_____ _____ _____
Mailings to Parents/Customized Marketing _____ _____ _____	_____ _____ _____	_____ _____ _____
Videos _____ _____ _____	_____ _____ _____	_____ _____ _____
Latino Marketing _____ _____ _____	_____ _____ _____	_____ _____ _____
Ad Sales _____ _____ _____	_____ _____ _____	_____ _____ _____



Marketing Menu

Walsworth^{yearbooks}

MARKETING TO STUDENTS

MARKETING TACTIC	DATES	LOCATION
Registration/Back-to-school Events _____ _____ _____	_____ _____ _____	_____ _____ _____
Guerrilla Marketing _____ _____ _____	_____ _____ _____	_____ _____ _____
Email Marketing _____ _____ _____	_____ _____ _____	_____ _____ _____
Brand Ambassadors _____ _____ _____	_____ _____ _____	_____ _____ _____
Sales Tables _____ _____ _____	_____ _____ _____	_____ _____ _____
Social Media _____ _____ _____	_____ _____ _____	_____ _____ _____
Customized Marketing _____ _____ _____	_____ _____ _____	_____ _____ _____
Videos _____ _____ _____	_____ _____ _____	_____ _____ _____
Staff Challenges _____ _____ _____	_____ _____ _____	_____ _____ _____
Ad Sales _____ _____ _____	_____ _____ _____	_____ _____ _____
Rewarding Your Buyers _____ _____ _____	_____ _____ _____	_____ _____ _____

NOTES!

Lesson 4
SCORE

RATE YOUR PROGRESS

4.0 ☐ I can do all tasks in 3.0 and I can teach others!

3.0 ☐ I can demonstrate an ability to create and execute a marketing plan that appeals to a variety of audiences.

I can...

a. gather relevant information necessary for creating a marketing plan such as sales dates, locations, and prices

b. create a separate plan for each audience that considers both the quality of interactions and the quantity of times I am marketing to them

c. combine different marketing plans and can use various tools and methods to keep the plans consolidated and organized

2.0 ☐ I somewhat understand how to create a marketing plan, but I don't understand how to adapt this plan for different audiences or how to combine the different plans together.

1.0 ☐ I don't understand how to create or execute a marketing plan.

Lesson 5

You're So Social

Objectives – In this lesson, you will learn:

Audience types for the main social networks

Types of content to post to each social network

To be honest, you could probably write this lesson. You are on social sites multiple times a day (or all day?) and know exactly how they work. According to a report by Common Sense Media, nine out of 10 teenagers have used social media. Any surprises there? But, social networks are also a great way to reach parents.

When social networks started, there was worry that social sites could replace the yearbook. As we all know, they didn't, and we think social media is a great complement to the printed book. Think of social media as the movie trailer you see months in advance and the yearbook as the movie; or social media as the opening band and yearbook as the main act. Each is different, yet they work well together.

Let's start with a breakdown of the biggest social media sites (at the time this was written), ranked in order of number of subscribers. Define which audience you can reach on each site.



SOCIAL MEDIA SITES



Facebook

Facebook has more than 1.2 billion users worldwide, making it the largest social network. In certain areas of the country, teen usage of Facebook has decreased but it is still used by 55% of teens who use social media. Adult usage of Facebook continues to be strong. So, while you may not have as big a reach with students on Facebook, you should be able to reach parents. And hey, who's usually paying for the yearbook and ads? They are!



YouTube

With 1 billion users and heavy usage by teens, you need to make sure that video is part of your marketing plan. In 2013, 50% of teens listed YouTube as their favorite site (The Futures Company) beating Facebook and all other social media sites.



Tumblr

This popular, sophisticated blogging platform has a large percentage of teen users – 61% of teens who use social media are on Tumblr, and it has 216.3 million monthly visitors.



Twitter

Twitter is a super tool for engaging your audience in real time. There are 243 million active users, with teen usage of Twitter continuing to increase. This is a great place to talk to your classmates, since 22% of teens who use social media are on Twitter. Adults are also heavy users of Twitter.



Instagram

The photo site increased teen users by 5% in 2013 and 21% of teens who use social media are using Instagram. Overall, Instagram has 200 million users.



Pinterest

This visual, pinboard-style site has 70 million users, with adult women being the primary users. Pinterest continues to be a great way to reach moms.



Vine

Vine is changing the way we create, share and look at videos. The site has 40 million users, and five Vines are tweeted every second. Teens are heavy users of Vine.

Once you have defined which social media sites you want to use, you need to:

Set up your profiles/pages/channels, if you don't have them already.

Each site is different and constantly changes, so go to each website and get their specific instructions. Save yourself headaches later by making your page name generic and not including the current year in your name. You don't want to have to change or create a new page every year. Use something like North High School Yearbook, instead of 2014 North High School Yearbook.

Build your followers.

If you are starting from scratch, this is important. Chances are everyone on the staff is on these sites, so start by deciding that every yearbook staffer will invite all of their friends and parents to like/follow your new social pages. Then ask your friends to do the same thing. If your administrator and webmaster will let you, post links to your social sites on your school website.

Start thinking about the types of content you want to post and how frequently you want to post.

First, decide as a group what should and should not be posted on social media. For example, if you return from a drama production with great photos, do you post them immediately to Facebook to get people excited or do you wait until the staff decides which images are in the book? Can staffers post images that will be in the book or only those the staff decides not to use?

It is important to engage regularly, a few times a week, with your followers and to give them insider information. You can share a yearbook spread here and there, post photos of the week, poll your followers for story ideas or give them the chance to vote on two different covers or endsheets. We're not saying to give them everything from the book, just some teasers along the way.

FACEBOOK

- Consider posting spreads (and tag students in the photos), getting quotes and input, and creating an event for your book distribution to invite the whole school.
- Create 2 posts a day related to your yearbook
- Always include a Call to Action (i.e., comment, like, share)
- Add hashtags so your posts appear on trending topics
- Remember to tag people and pages in your posts
- Photos generate the higher "likes" and comments

BEST TIMES TO POST

- The best times to post are between 1-4 p.m., **Monday-Friday**
- Peak posting time is **Wednesday** at 3 p.m.

YOUTUBE

- Create fun sales videos, including spoofs of current popular commercials and inside school jokes
- Have a videographer from a media class follow the staff at events or conventions to post some behind-the-scenes moments of yearbook

TWITTER

- Post questions to use as quotes in your book (tell them they may be published), give yearbook fun facts of the week and notify followers about upcoming price increases
- Create 3 new tweets a day (can be yearbook related, fun/social or promotional)
- Add hashtags so your posts appear on trending topics
- 2 retweets a day
- Add comments with retweets
- Follow 10 new people a day
- Tweets with images increase traffic

BEST TIMES TO TWEET

- The best times to post are between 1-3 p.m., **Monday-Thursday**
- Peak tweeting time is **Monday-Thursdays** 9 a.m.- 3 p.m.

PINTEREST

- Sharing your theme and show how you are carrying it throughout the book
- Create fun graphics of the quotes you'll be using in the book and share some of your infographics and packages
- Share ideas for ads that go with the book's design theme to demonstrate to parents the quality of the ad they can purchase
- Create new Pin Boards relevant to each section of your book and update regularly
- Allocate 15-20 minutes a day to add to your existing boards
- Encourage followers to Pin to your boards
- Follow 3-5 new Pinners a week

BEST TIMES TO PIN

- The best times to pin are **Saturday** mornings
- Peak pinning time is **Friday** at 3 p.m.

VINE

- Post yearbook sneak peek – share to Vine pages Twitter and Facebook
- Show behind-the-scenes footage from yearbook room and on location

BEST TIMES TO POST

- The best time to post is **late morning**
- Peak posting time is **during the weekend**

TUMBLR

- Tumblr is great for sharing snippets of your stories, along with photos and even videos
- Consider having a staff member as a regular Tumblr blogger, giving a little background to a story that will go into the book but from a different angle and with a good photo that didn't make the cut to go into the book

BEST TIMES TO POST

- The best time to post is 7 p.m. on **Friday**
- Peak posting time is **Sunday-Tuesdays** 7 p.m. - 10 p.m.

INSTAGRAM

- Post some of your best pictures
- Reveal your yearbook cover or a portion of it
- Post photos during events to generate coverage excitement
- Upload ads so students and parents can see designs to boost ad sales
- Post yearbook fliers with an upcoming price increase and include where to buy
- Post 1 photo per day
- Use appropriate hashtags in your descriptions
- Follow 10 new people a day
- Like 20-30 of your follower's images per day
- Tag the location of your photos when applicable

ACTIVITY

Your Name:

GOING SOCIAL

Select your social media networks and list the appropriate audience(s) for each one.

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Now determine your content plan for each site, along with how often you plan to post. When finished, discuss as a group.

POST IT

Create a series of Facebook posts that will get your community to act!

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PRACTICE WHAT YOU TWEET

Write two to three tweets you think would get a student to respond. Write versions for parents also.

RECORD IT

What types of videos do you think would get attention in your school?

WRITE IT

What types of items do you think make sense for Tumblr?

SNAP IT

What types of items will you post to Instagram?

PIN IT

What types of items will you post to Pinterest?

POST IT

What types of videos will you post to Vine?

NOTES!



RATE YOUR PROGRESS

4.0 ☐ I can do all tasks in 3.0 and I can teach others!

3.0 ☐ I can demonstrate an ability use social media to effectively market the yearbook to a variety of audiences.

I can...

a. build different social media profiles/pages/channels and can gain followers for each

b. identify which social media sites are best for reaching different types of audiences

c. work with others to create a content plan for each social media site and can adapt marketing tactics for different sites as necessary

2.0 ☐ I understand how marketing tactics will vary between different social media sites, but I am not sure how to execute them effectively or how to adapt these tactics for different audiences.

1.0 ☐ I don't understand how to use social media to market a yearbook.

NOTES!

Handwriting practice lines consisting of 20 horizontal dotted lines.

NOTES!

NOTES!

Handwriting practice lines consisting of 20 horizontal dotted lines.

NOTES!



MEET THE AUTHOR

Kris Mateski is the Manager of Yearbook Marketing at Walsworth. She has spent the past 16 years honing her marketing skills in the areas of acquiring new customers, building loyalty and one-to-one marketing. Kris' love for marketing and degree from Southern Methodist University led to work at several ad agencies in Dallas and Kansas City, including TM Advertising, Rapp Collins Worldwide and Bernstein-Rein Advertising. Her teams' work for clients such as American Airlines, Sara Lee, Bank of America and USAA has won numerous local and national advertising awards.

In her role as a Marketing Manager with Walsworth Yearbooks, Kris is always looking for new ways to help schools see big sales increases through efficient, effective and cutting-edge tactics.

Walsworth yearbooks
customer service 800.972.4968
computer support 800.369.1530
walsworthyearbooks.com