

MAKE THE SALE

You have created a world class yearbook.
Now it's time to become world class marketers.

Hosted by: **Mike Taylor, CJE**
Jim Jordan





WELCOME!

Hope you are all staying warm
and have all the power you need.



Mike and Jim's

marketing tips

**1. LEAN IN.
BE AGGRESSIVE.**

2. BE CREATIVE.

3. FIND NEW APPROACHES.

4. **SHOW OFF
YOUR WORK.**

5.

PROMOTE
THE VALUE.

6. OFFER INCENTIVES.

7.

remember

**YOU ARE
SELLING to
PARENTS.**

8. BE
RELENTLESS.



make the sale

MARKETING TIPS THAT WORK



make the sale

BRIT TAYLOR, CJE

Hagerty High School

JONI OBEN

Robinson High School

SUSAN COLYER

Southside High School

DAN SIDWELL

Freedom High School



more marketing tips

BRIT TAYLOR

Hagerty High School

Marketing Tips - Brit Taylor - Hagerty High School

1. Target Parents.

All of the cute marketing and social media is awesome, but to make it effective, you have to **target parents**.

When we sent out our online purchase link through the official school email (our grading program, Skyward), our sales skyrocketed, because that's an email that parents actually check.

Marketing Tips

2. Focus on Facebook.

We love Twitter, Instagram, Snapchat, etc., but if we want to SELL something, we have to use Facebook.

That's where the parents are. So if you put a lot of effort into selling something, make sure that the people who will make the purchase see it.



more marketing tips

Susan Colyer
Southside High School

Marketing Tips - Susan Colyer - Southside High School

1. Sell Your Old Books.

Capitalize on your closet full of old yearbooks in hopes that the nostalgia that COVID-19 has created will help you make a few extra dollars.

Our business manager, Gabby Sullivan, created a post for social media and shot an Instagram video to promote the "vintage" books.

We sold 12 books with that quick campaign and netted \$300.

Marketing Tips - Susan Colyer - Southside High School


TIME TO SPRUCE THINGS UP WITH A

Vintage Southside Yearbook

FOR YOUR CHRISTMAS GIFTS



\$25
Call 479-646-7371
or email
shsmavmedia@gmail.com
before Dec. 18th for availability



mav.media • Following

mav.media For only 25 dollars you can purchase an old yearbook from the years 1964-2018!! Offer is good from now till December 18, call us at (479)646-7371 or email at shsmavmedia@gmail.com to purchase your yearbook!

7w

fortsmithar Great idea!

7w Reply

262 views
DECEMBER 14, 2020

Add a comment... Post

Marketing Tips - Susan Colyer - Southside High School



Marketing Tips - Susan Colyer - Southside High School





more marketing tips

DAN SIDWELL

Freedom High School

Marketing Tips - Dan Sidwell - Freedom High School

1. Try an Incentive Program. (part 1)

We tried an incentive program for my yearbook staff members.
to get friends to buy their books.

Each staffer had a unique discount code, which was their first name - yours would have been *Mike*.

If someone used the discount code, they saved \$10 on the purchase of their book.

Marketing Tips - Dan Sidwell - Freedom High School

1. Try an Incentive Program. (part 2)

If the code was used three times, I covered the cost of getting a namestamp.

If their code was used five times, they would get a namestamp and a clear book cover.

If it was used ten times, they would get either an fully upgraded book (book w/ namestamp and cover) or a free ad.

Marketing Tips - Dan Sidwell - Freedom High School

1. Try an Incentive Program. (part 1)

If they already purchased a book and an ad, I would **upsized** their ad.

Next year, I will start that much earlier in the school year. I did it in January this year and it was not super effective, but I will run the promo earlier and longer.



more marketing tips

JONI OBEN

Robinson High School

Marketing Tips - Joanie Oben - Robinson High School

1. Use Your data.

Look back to last year's sale list and look at everyone who purchased. Compared that list to this year's. If they haven't purchased yet, call the parent or send them a personalized message. Make sure they're repeat customers.

This can also be done with business ads. We also know that around 90% of International Baccalaureate seniors purchase, so we tailor marketing to niche groups using our sales data.

Marketing Tips - Joanie Oben - Robinson High School

2. Call Home.

We ask for a communications list at the beginning of the year and use that list to communicate with parents directly.

We personally call senior parents. The easiest way is to create a script, which helps the student learn more about cold calling and builds their confidence for speaking with strangers.

Marketing Tips - Joanie Oben - Robinson High School

3. Use the Walsworth Postcards.

We use them for senior ads and mail a card to everyone's house. It definitely helps with awareness.

That postcard gets put on the fridge and they remember to buy.



make the sale

OUR LIVE GUESTS

make the sale

KATHY BEERS

Timber Creek High School

LIMA SHAWNEE HIGH SCHOOL

Yearbook Staff

CARLOS GIRON

Walsworth Yearbooks Southern California



Lima Shawnee High School

with Brian Krawetzke and Chad Barlow

Welcome

Kennedy Jensen - sophomore

Claire Huff - senior

Lauren Sweeney - senior

Brian Krawetzke - adviser

Name Drop Promotion



CARLOS GIRON

Walsworth Southern California

TOP 11

MARKETING AND SALES IDEAS WORKING FOR OTHER SCHOOLS

TOP 11

MARKETING AND SALES IDEAS WORKING FOR OTHER SCHOOLS

1. Ask Admin to see if they are able to use discretionary funds to pay for 8th grade or senior yearbooks. Some schools do partial payment as well.
2. Use our pre-made QR coded social media post to have student scan and send direct text messages to parents or loved ones about wanting a yearbook.
3. Promoting AD sales to all grade levels. Students are missing birthdays, friends, Quinceañera's, Bar Mitzvah, and more. Why not let them celebrate it through a yearbook ad!
4. Using other clubs to help promote and sell the yearbook. For example, utilizing the choir club to create a jingle for you and giving them a free ad or discount on the yearbook for all members.
5. Utilize target marketing. If you have a portrait or a photo of a student in the yearbook, send a personalized email letting them know they are in the book with a direct link to the sales page. Do not be afraid to DM the students from the yearbook account.
6. Ask Admin to promote all your marketing efforts on their social media and school website. Also, utilize schools all call and text message feature.
7. Creating influencer code. For example, use code yearbookgoddess for 10% off the yearbook/ads. The student to get the most code usage wins a prize!
8. Order customized postcards or mailers to have shipped to parents' home address or to the school for you to distribute. Design of material is FREE!
9. Influencers on campus? If you have students on campus with a huge social media following, use them to help promote the book and give them a free ad and/or yearbook in return.
10. Utilizing our PEP (Parent Email Program). We send email reminders to parents about yearbook sales. If you can't send us your list, let us know if you would like to be put on the template list.
11. YEARBOOK ANGELS! Ask parents, staff, businesses, and community members if they would like to purchase and donate a yearbook to a student in need. Put Yearbook Angel as the first and last name upon purchase.

@yearbookchef @yearbookgoddess



Ask the administration to
use discretionary funds
to pay for eighth grade
or senior yearbooks.



Some schools do partial payments as well.



Use our pre-made QR code social media posts
to have students scan and
send direct messages
to parents or loved ones
about wanting a yearbook.





Promote ad sales to all grade levels.
Students are missing birthdays, friends,
Quinceañeras, Bar Mitzvahs and more.
Why not let them celebrate through a
yearbook ad.



4.

Use other clubs to help promote
and sell the yearbook.

For example, utilize the choir club
to create a jingle for you
and give all members a discount
on the yearbook.





Utilize target marketing.

If you have a portrait or a photo of a student in the yearbook, send a personalized email letting them know they are in the book with a direct link to the sales page.

Do not be afraid to DM students from the yearbook account.



Ask the administration to promote your marketing efforts

on their social media and school website.

Also utilize the school's All Call and text message features.

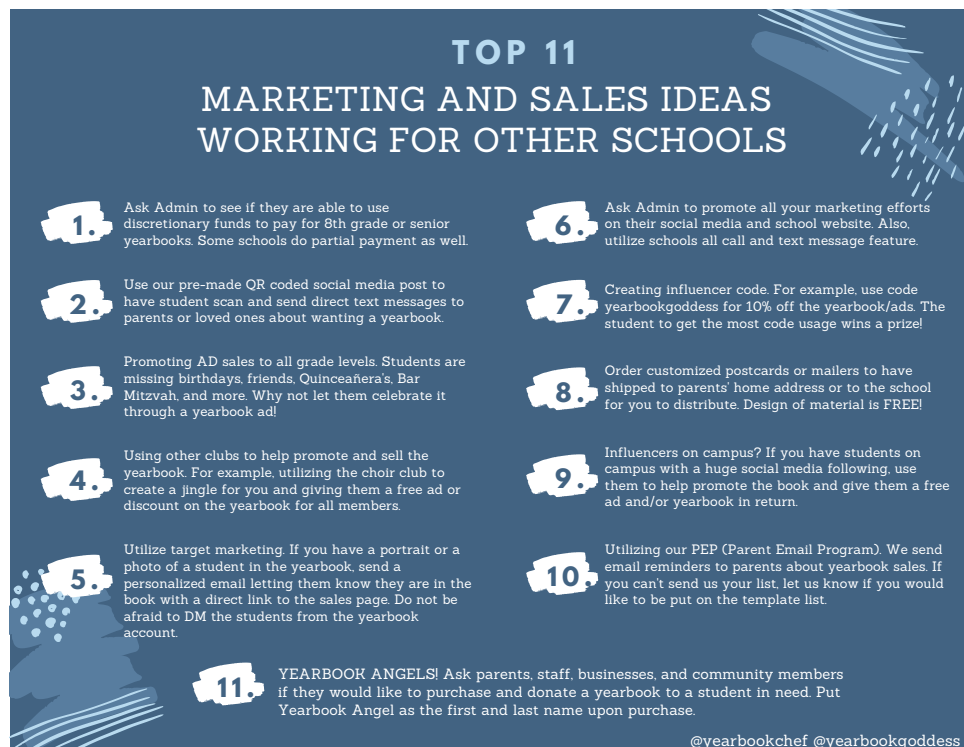




Create influencer codes.
For example, use code
“yearbookgoddess”
for 10% off the price of a yearbook/ad.
The student who gets the most code
usage wins a prize!



Order customized postcard or mailers.
These can be shipped directly to the
parents' home address
or to the school for you to distribute.
Design of the postcards and mailers is
FREE!



Find your social media influencers.
If you have any students on campus
with a huge social media following,
use them to help promote the book
and offer them a free ad and/or
yearbook in return.

10.

Utilize our Parent Email Program (PEP).
We send email reminders to parents about
yearbook sales.

If you can't send us your list, let us know if
you would like to be a part of the template list.





Yearbook Angels!

Ask parents, staff, businesses and community members if they would like to purchase and donate a yearbook to a student in need.



KATHY BEERS

Timber Creek High School

Marketing Tips - Kathy Beers - Timber Creek High School

The Yearbook Facebook account created frames for use by senior parents. Once people saw them, it drove more parents to follow our Facebook page, where they will see our other promotions for yearbook and senior ad information.

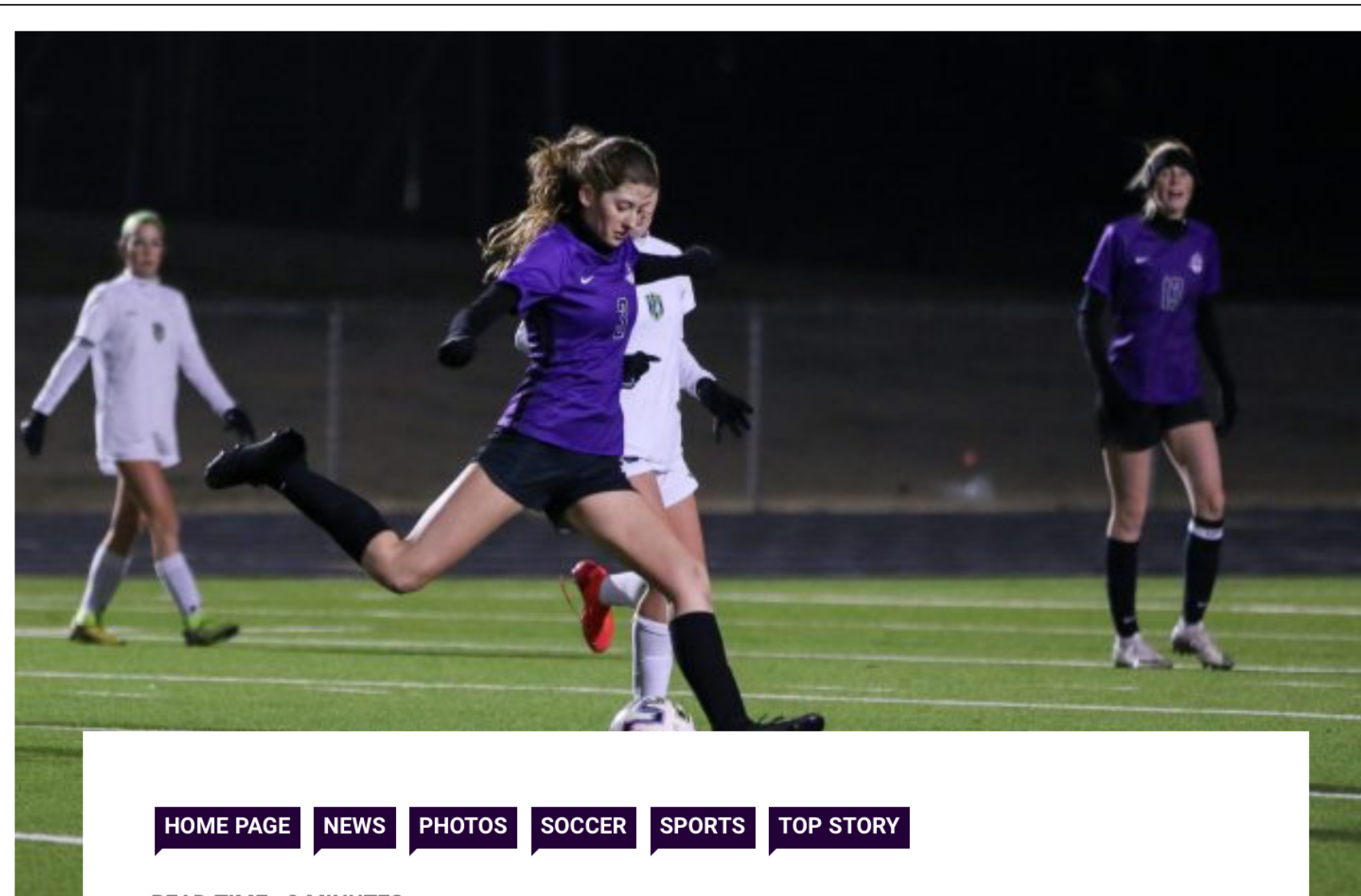
FACEBOOK Marketing



Marketing Tips - Kathy Beers - Timber Creek High School

Post Your Photos

Post almost all of them. It drives up confidence that those events are covered in the yearbook and gets people excited to see it. We partner with our school's online news to post them as soon as possible after the events.



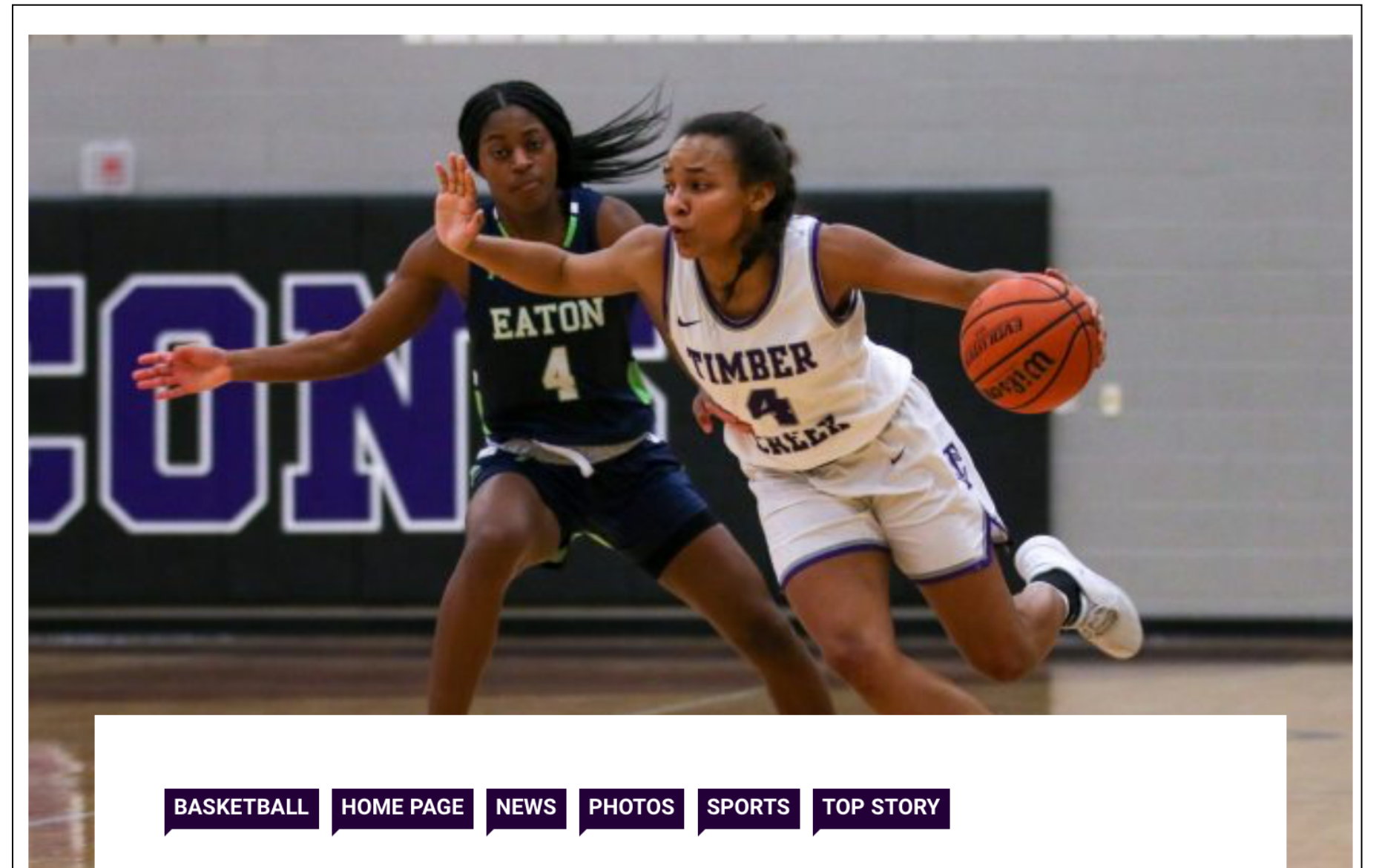
[HOME PAGE](#) [NEWS](#) [PHOTOS](#) [SOCCER](#) [SPORTS](#) [TOP STORY](#)

READ TIME : 0 MINUTES

PHOTOS: Falcons Battle Against Eagles Ends in a Tie

FEBRUARY 10, 2021 LAUREN GRAHAM 0

View photos from the Feb. 9, Varsity Girls Soccer game against Eaton. All photos available for purchase here.



[BASKETBALL](#) [HOME PAGE](#) [NEWS](#) [PHOTOS](#) [SPORTS](#) [TOP STORY](#)

READ TIME : 0 MINUTES

PHOTOS: Falcons Win Playoff Game 60-47

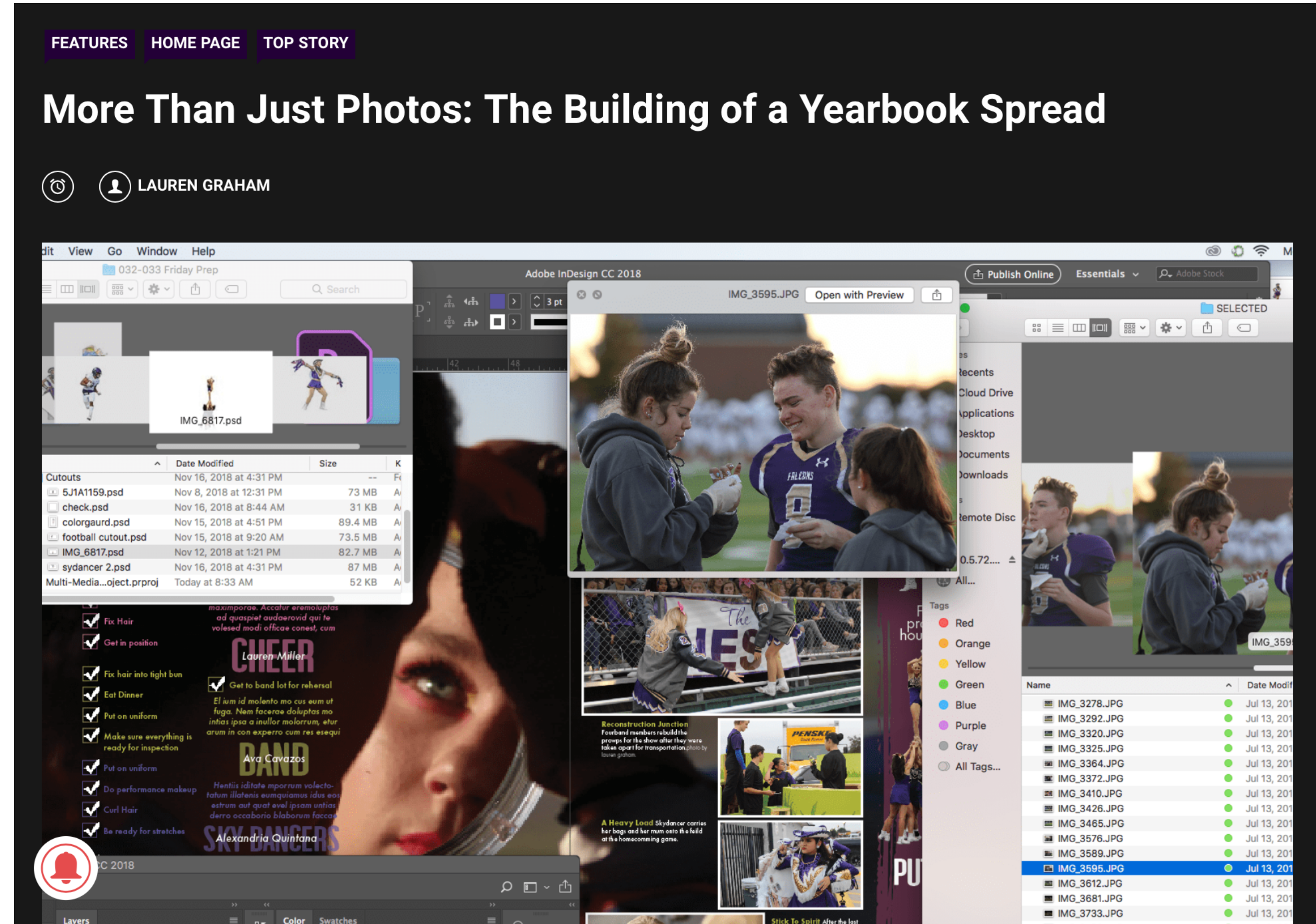
FEBRUARY 7, 2021 LAUREN GRAHAM 0

View photos from the Feb. 6, Varsity Girls Basketball playoff game against Eaton. All photos available for purchase here.

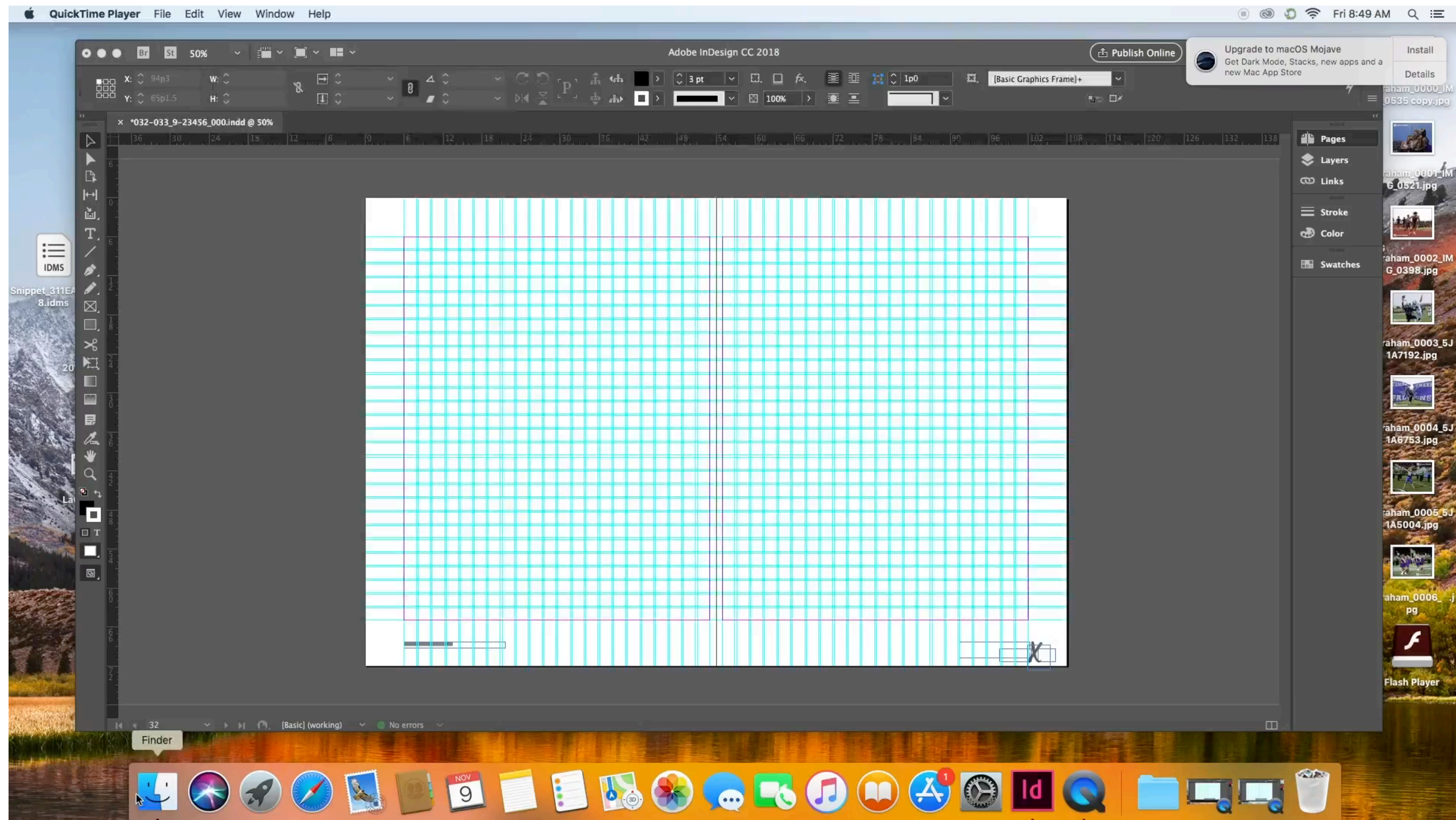
Marketing Tips - Kathy Beers - Timber Creek High School

It shows how much work goes into it, and gives them a glimpse of what goes into creating a spread.

Post a screen capture of a student building a spread.



Marketing Tips - Kathy Beers - Timber Creek High School



Marketing Tips - Kathy Beers - Timber Creek High School

It shows how much work goes into it, and gives them a glimpse of what goes into creating a spread.

Let them know
a beautiful book
is coming.



Marketing Tips - Kathy Beers - Timber Creek High School



Find the Photoshop Templates here:

<https://mockupfree.co/product/hard-cover-book-10-premium-psd-mockups>



make the sale

WALSWORTH MARKETING



more marketing tips

PEP PROGRAM

Walsworth Yearbooks

Parent Email Program

- Emails are currently sent twice a week to non-buyers – parents always have the ability to opt out or unsubscribe.
- PEP is a great way to reach parents – buyers are automatically removed before the next send.
- PEP is a proven way to increase sales.
- Sign up at walsworthyearbooks.com/pep.

PEP



Your child has missed out on so many things this year; don't let the tradition of a yearbook be another! Years from now they will want to look back and reminisce on what it was like to grow up during these historic times. The [%%School_Name%% yearbook](#) is dedicated to preserving these memories.

Yearbooks are selling fast. Don't miss out on your chance to pre-order your child's copy at yearbookforever.com.



BUY IT NOW!

Already purchased? Thank you for supporting the %%School_Name%% yearbook! [Click here to let us know you've already reserved your copy and we will remove you from this year's email list.](#)



Walsworth yearbooks

This email was sent by Walsworth Yearbooks, the printer of the %%School_Name%% yearbook.



It's been a year like no other, and the historic [%%School_Name%% yearbook](#) is capturing all the stories of the year and documenting your child's part in it. **Preserve your child's memories** by reserving their copy of the [%%School_Name%% yearbook](#) today.



BUY IT NOW!

Already purchased? Thank you for supporting the %%School_Name%% yearbook! [Click here to let us know you've already reserved your copy and we will remove you from this year's email list.](#)



Walsworth yearbooks

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Walsworth yearbooks



CHERISH THIS **MOMENT**
IN TIME FOREVER WITH A YEARBOOK.

The historic [%%School Name%% yearbook](#) will be filled with all the stories that make this year so unique. Help your student remember it all by reserving their copy of the [%%School Name%% yearbook](#) today.

BUY IT NOW!

Photo by Melanie Russel

Already purchased? Thank you for supporting the [%%School Name%% yearbook](#)! [Click here](#) to let us know you've already reserved your copy and we will [remove you from this year's email list](#).



Walsworth yearbooks

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A YEARBOOK AS **UNIQUE**
AS THE YEAR. RESERVE YOURS TODAY.

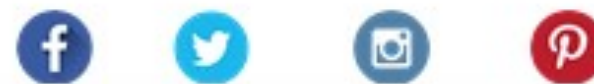
Thanksgiving is a time to reflect on the things that you are thankful for. Family, friends and community remain high on the list throughout this historic year, and the yearbook will cover them all.

The [%%School Name%% yearbook](#) may look different this year, but it is still dedicated to preserving the memories your child creates. Don't miss out on reserving your student's copy today. In the years to come, they will be thankful for it.

BUY IT NOW!

Photo by Amber Davis

Already purchased? Thank you for supporting the [%%School Name%% yearbook](#)! [Click here](#) to let us know you've already reserved your copy and we will [remove you from this year's email list](#).



Walsworth yearbooks

This email was sent by Walsworth Yearbooks, the printer of the [%%School Name%% yearbook](#).

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THE **YEARBOOK**
HAS YOU COVERED. BUY ONE TODAY!

[%%School Name%%](#) pride means more now than ever before. Make sure to reserve the student run [yearbook](#) today to show your support.

We know this year is different, but the yearbook staff has you covered. They have been busy capturing the best memories from this historic year. This one-of-a-kind yearbook is one that your child will want to keep forever. Reserve their copy today at [yearbookforever.com](#).

BUY IT NOW!

Photo by Anna Usteman

Already purchased? Thank you for supporting the [%%School Name%% yearbook](#)! [Click here](#) to let us know you've already reserved your copy and we will [remove you from this year's email list](#).



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with
coupon
codes

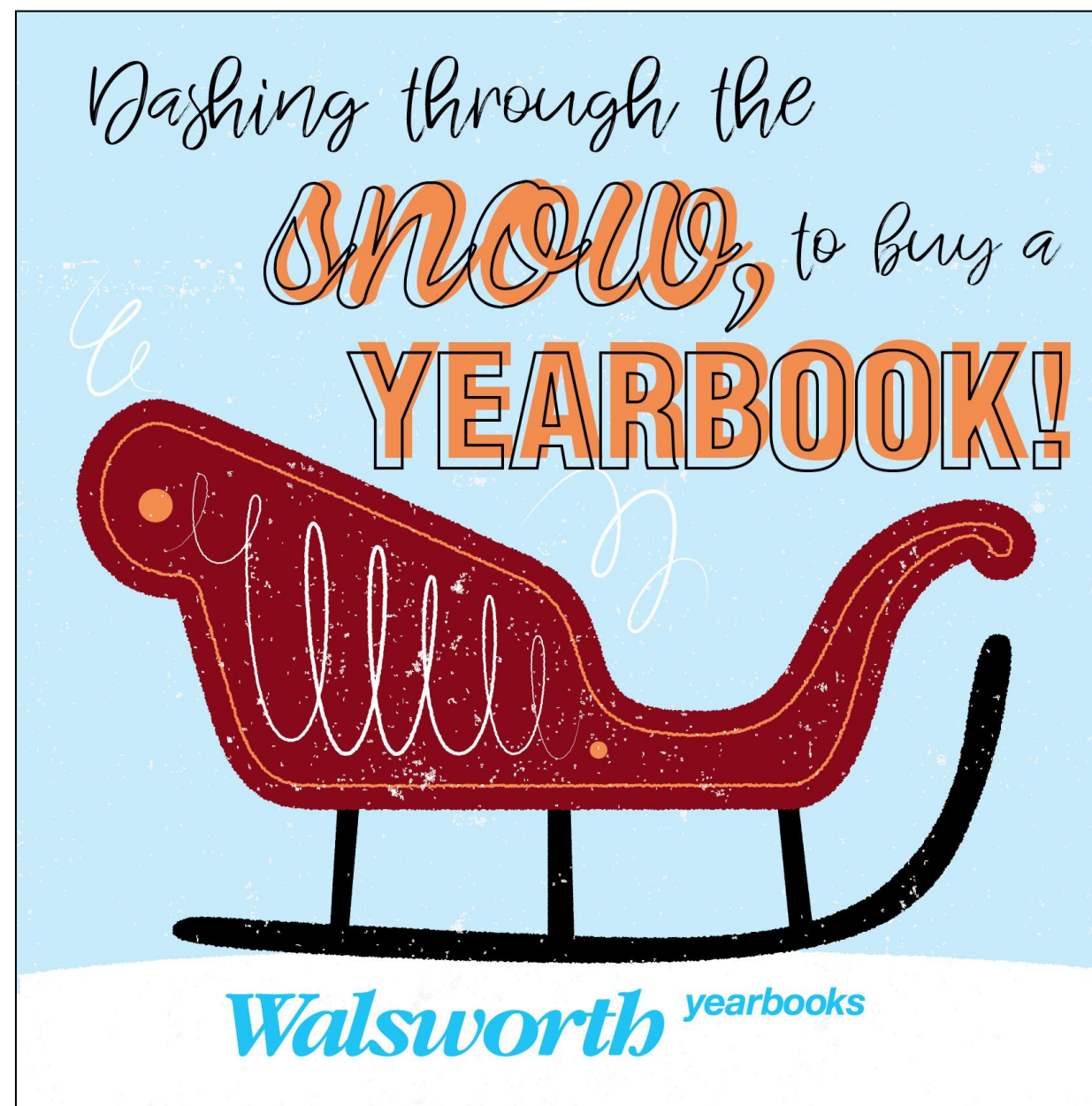


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THANKS for
JOINING US!



our next webinar

RECRUITING!

MARCH 4