

MY

MARKETING

PLAN



Photo by Jiffian Cude

# MY MARKETING PLAN

**Just being on yearbook staff means you get to do cool stuff.** But do you want to do even MORE fun things like attend conventions (road trip!) and workshops, or have the latest equipment to use? You can by selling more yearbooks, ads and options.

**How do you sell more?** By telling people about the YEARBOOK! When you tell people about something and get them to buy it, that's **marketing**. The more marketing you do, the more you sell; the more you sell, the more fun stuff you get to do. It's really very simple.

**Go ahead, spread the word. Don't be shy.**

**Want marketing help? Just ask us (we love this stuff)!** Email [marketingyearbooks@walsworth.com](mailto:marketingyearbooks@walsworth.com).

# SET YOUR GOALS

	HOW MANY DID YOU SELL LAST YEAR?	HOW MANY DO YOU WANT TO SELL THIS YEAR?
Yearbooks		
Options		
Namestamps		
Namestamp icons		
iTags		
iTag icons		
Clear Book Protectors		
Autograph Supplements		
Year In Review/ceBuzz		
Personal Ad Pages		
Business Ad Pages		

\*Hint: try setting your goal at least 10% higher than last year.

# WHERE TO GET STARTED

## Tell parents and students Get started in two simple steps

1. **Online Sales**

Do you buy stuff online? Of course – most everyone does! See where we’re going with this? Online Sales for your yearbook and ads are a no brainer and take 4.2 seconds to set up.

Talk to your adviser to get Online Sales set up in Yearbook 360. Do it.

2. **Upload your Student List with Parent Email Addresses**

Let us introduce your new best friend – Marketing Central. Here you can see who hasn’t bought a yearbook and market to them with your new marketing plan.

### How to upload your Excel or CSV list:

- 1. Go to **Yearbook 360** and click on the **Marketing Central** banner.
- 2. If you get a pop-up box asking if you’re ready to upload a student list, click **Upload Student List**. If you are taken to the Marketing Central page, click on **Add Students**, then **Upload List**.

Online Sales will automatically add any online purchases and you can quickly add in-school purchases in Sales Central.

To print your non-buyers list, click on the **Print List** link and then select **No YB** from the Bought drop-down menu. To export your non-buyers in an Excel spreadsheet, click on the **Export Mailing List** link and then select **No YB** from the Bought drop-down.

---

---

---

---

---

---

---

---

---

---

# Tell parents

**It's a fact:** Parents pay for stuff. So you have to tell parents how, when, where and why to buy the yearbook.

# Tell students

**Here's another fact:** Parents buy stuff for their kids if they ask. So get in the faces of all your classmates and tell them why they should get a yearbook.

It's important to get your message in front of buyers at least five times for them to remember it.

At the end of this workbook, you'll pick six ways you plan to tell people to buy a yearbook.

## TechKNOW

See lots of marketing ideas at [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing) and click on the Market to Parents or the Market to Students icons.



---

---

---

---

---

---

---

---

---

---

# REGISTRATION/BACK-TO-SCHOOL EVENTS

Do your parents have to come up to school and register and pay any fees for the school year? If so, catch parents while they're there. **Get the yearbook for sale on the fee sheet if you can.** If you can't, then make sure to have a yearbook sales table and encourage parents to order!

## Use items like:

- All-call and emails before registration to announce books will be for sale at registration
- Customized Marketing: Vertical Banners, Posters, Fliers
- Order forms
- Buttons
- Online Sales for easy ordering

## Make it fun!

- Play music
- Have your school mascot or cheerleaders at your table... Go yearbook!
- Hand out candy and other items... nom, nom, nom!



### TechKNOW

See registration ideas at [yearbookhelp.com](http://yearbookhelp.com).  
Click on Marketing & Selling and scroll down to  
Prepare for Registration Sales.

---

---

---

---

---

---

---

---

---

---

# SALES TABLES

Have sporting events, concerts, plays, parent-teacher conferences or spirit week at your school? Sales tables are a great way to spread the word and sell yearbooks!

## Make sure you have these:

- A computer so people can order right then
- Handouts/cards so people who can't order now have the info on how, where and when to order
- Previous year's book so people can see how great your yearbook is

## Use items like these to draw attention:

- All-call and emails before your event to announce books will be for sale
- Customized Marketing: Vertical Banners, Posters, Fliers
- Order forms
- Buttons
- Online Sales for easy ordering

You can use the same registration ideas for your sales tables.



### TechKNOW

For more information on sales tables, check out our Using Sales Tables ebook. Go to [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing) and click on the Market to Parents icon.

---

---

---

---

---

---

---

---

---

---



# PARENT EMAIL PROGRAM (PEP)

Parents read emails. Parents buy books. If you're not sending emails to parents, you're missing out on easy sales.

They're free, easy to set up and only a click away with Online Sales.

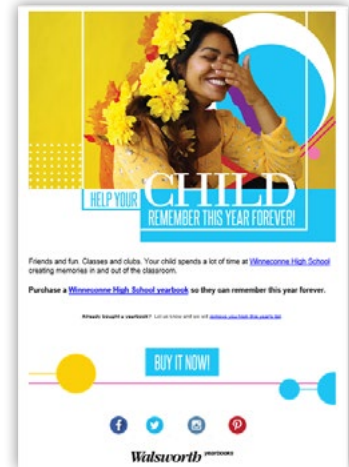
Enroll in our Parent Email Program (PEP) to get emails sent to your parents regularly.

- Once you've set up your Online Sales, go to **walsworthyyearbooks.com/pep** and submit your info.
- You will be contacted by Walsworth to get your parent email list.
- Your emails are sent out automatically throughout the school year.
- Online purchasers are removed from the next email send.
- Parents can opt out at any time.

Could it be any easier?

**"As an adviser, it (PEP) helped to get the word out with regularity and convenience for those who had not yet purchased a book."**

**Mike McCormick**  
**Northumberland High School, Heathsville, Virginia**





# SCHOOL WEBSITE BANNERS

It's all about catching parents where they go. And they go to the school's website. Place a banner ad on your school website (preferably the home page, on calendar/events pages and on the grades page) so parents are just a click away from ordering.

## To get your banner:

- 1. Once you've set up your Online Sales in Yearbook 360, click on the Buyer's tab. The link can also be located in the Online Ads panel within Page Editor.
- 2. Select the banner type and click on the size you want.
- 3. Copy the HTML code and send to your school's webmaster with the request to put it on your school's home page and on the pages parents visit most (the webmaster will know which pages those are).



---

---

---

---

---

---

---

---

---

---

# ALL-CALLS AND TEXT MESSAGES

You know those messages your parents get from the school with weather closings and other important stuff? Get crazy and use that system to sell yearbooks too.

**Warning:** May cause an influx in sales!

## Message tips:

- For all-calls make it 20 seconds or less
- Stick to the basics – what, when, how and cost
- Repeat after me:

"Time's running out to buy the (school name) yearbook! Yearbooks are only \$(cost). Buy online at [yearbookforever.com](http://yearbookforever.com), or at the school with cash or check in room (room #). Don't wait – yearbook sales end (deadline)! Go to [yearbookforever.com](http://yearbookforever.com) today!"

**Tip:** Create a two-week deadline so parents will act now!

Check with your adviser and administrator to see if you can use the all-call system.



## TechKNOW

See sample scripts, text message verbiage and more at [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing). Click on the Market to Parents icon.

---

---

---

---

---

---

---

---

---

---

## HOME MAILINGS/CUSTOMIZED MARKETING (PARENTS)

Imagine parents opening their mailbox to find a postcard with people and school colors they recognize. I bet they wouldn't throw it away! How cool is that?! Don't have time to create your own? Our designers can create postcards that don't look like junk mail.

The possibilities are endless. Check out everything at **Marketing Help > Customized Marketing > View Catalog**. Don't see what you want? Just ask!

# TechKNOW

See Customized Marketing fliers, postcards and lots more at [walsworthyyearbooks.com/marketing](http://walsworthyyearbooks.com/marketing).  
Click on the **Order Customized Marketing** icon.



the  
**YEAR  
LIVES  
HERE!**

<School name>  
**<MASCOT>**

This school year will live forever in the pages of the yearbook. Help your student remember friends, classes, fun and more by purchasing a 2022 yearbook for them today!

**COST:**

- \$35 (through Nov. 2 (**BEST VALUE!**))
- \$38 Nov. 3 - Feb. 22
- \$40 starting Feb. 23

Don't wait — if you want to personalize the book, namestamping starts at \$8 extra and must be purchased before Jan. 30!

**TO PURCHASE:**

- To use a credit card, debit card or PayPal, go to [yearbookforever.com](https://yearbookforever.com) and enter our school name.
- For cash or check, bring order form and payment made out to <school name> to the main office.

**DON'T MISS OUT — BUY A YEARBOOK TODAY!**




yearbooks

[yearbookforever.com](https://yearbookforever.com)

[illegible]

the  
YEAR  
LIVES  
HERE!



Buy now!  
yearbookforever.com

<school name>  
<MASCOT>

**Walsworth** yearbooks

<school name>  
<Address Line 1>  
<City, State Zip>

**Friends and fun, classes and clubs...  
It will all be in the yearbook.**

**Cost:**

- \$80 through Sept. 30 (Best Value!)
- \$70 Oct. 1 - Dec. 15
- \$85 Dec. 16 - Feb. 15

Don't wait -- if you want to personalize the book,  
namestamping starts at \$5 extra and must be  
purchased by Jan. 30!

**To purchase:**

- To use a credit card, debit card or PayPal, go to  
[yearbookforever.com](http://yearbookforever.com) and enter our  
school name.
- For cash, check or money order, bring payment  
made out to <school name>, memo: Yearbook, to  
the <school name> Financial Office.

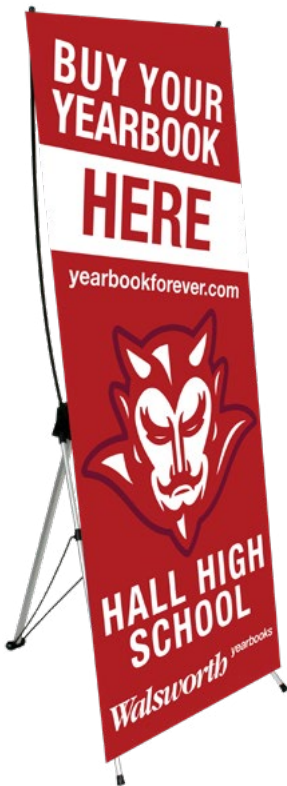
**Buy a 2022 yearbook today!**

# CUSTOMIZED MARKETING (STUDENTS)

Parents aren't the only ones. Imagine seeing yourself and your friends on posters and fliers. Wouldn't you love it? Don't have time to create your own? Our designers can help!

## TechKNOW

See all of the Customized Marketing at [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing). Click on the **Order Customized Marketing** icon.



check out  
**YOUR 2022 YEARBOOK COVER**

**Buy your 2022 <school name> yearbook and remember these days forever.**

**Cost: \$55**

**Deadline: April 15**

Don't wait — if you want to personalize the book, namestamping starts at \$6 extra and must be purchased before Jan. 30!

**To purchase:**

- To use a credit card, debit card or PayPal, go to [yearbookforever.com](http://yearbookforever.com) and enter our school name.
- For cash, check or money order, bring payment made out to <school name> to the main office.

**Don't miss out — buy a yearbook today!**

Walsworth yearbooks yearbookforever.com ORDER TODAY Limited quantity available!

**Buy now! YEARBOOKFOREVER.COM**

the  
**YEAR LIVES HERE!**

**Your year. Your yearbook. Buy one today!**

**Cost:**

- \$26 through Sept. 29 (Best Value!)
- \$30 Sept. 30 – Nov. 30
- \$32 Dec. 1 – Jan. 11
- \$35 starting Jan. 12

Don't wait — if you want to personalize the book, namestamping starts at \$6 extra and must be purchased before Jan. 25!

**To purchase:**

- To use a credit card, debit card or PayPal, go to [yearbookforever.com](http://yearbookforever.com) and enter our school name.
- For cash, check or money order, bring payment made out to <school name> to the main office.

**Don't miss out — buy a yearbook today!**

Walsworth yearbooks yearbookforever.com

**Oh snap.**

We have your photo...

**Order today and see if it's in the <school name> yearbook!**

**Cost: \$**

**Deadline:**

Walsworth yearbooks yearbookforever.com

**Buy now! YEARBOOKFOREVER.COM**

# GUERRILLA MARKETING

Take your yearbook message to the streets (or hallways). Get creative. Look around and think about clever ways to tell people to buy a book.

- **Fake Notes** – Print coupons, fold them up and write on them like a note you would pass to a friend. Drop in the hallway for someone to pick up and redeem. Sneaky!
- **Clock Banners** – Hang signs on or around clocks, where you all look every few minutes.
- **Restroom Stall Signs** – Talk about a captive audience.
- **Fake Parking Tickets** (shown) – Put “buy a yearbook” tickets on car windshields and watch them get noticed.
- **Soda Labels** – Talk to the person who stocks your vending machines about putting labels on cans.
- **Locker Tags** – Tag lockers with post-its or fliers letting everyone know how many times they’re in the book.
- **Wristbands** – Create paper wristbands with your yearbook message and hand out.

You’re creative... what else?

Check out [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing) for more ideas. Templates are located on both the **Market to Parents** and **Market to Students** pages.



# SOCIAL MEDIA

You're on it, your friends are on it, even parents are on it... so use it!

Use Facebook, Twitter, Instagram, TikTok and other social media for things like promotions, price increases, deadlines, contests and sneak peeks. If you're looking for content or ideas for your book, polls are a great way to survey people and get their opinions.

## TechKNOW

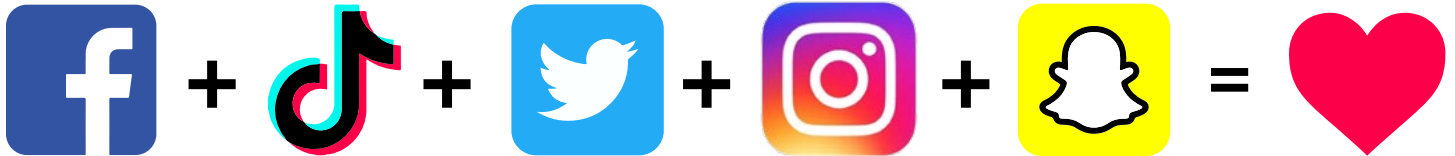
Like our page at [facebook.com/yearbooks](https://facebook.com/yearbooks) for ideas and a place to share your thoughts. Follow us at:

[twitter.com/yearbookforever](https://twitter.com/yearbookforever)

[instagram.com/walsworthyyearbooks](https://instagram.com/walsworthyyearbooks)

[pinterest.com/walsworthybks](https://pinterest.com/walsworthybks)

facebook  
twitter  
TikTok  
Instagram  
snapchat



---

---

---

---

---

---

---

---

---

---

# VIDEOS

Let's go viral! Do you share videos and talk about videos with your friends? Everyone does.

Spoof your favorite video or ad, or get creative and make your own! Don't be afraid to look silly – those are the best videos.

Run your videos on your school website, on your school broadcast channel, on morning announcements and post to Facebook, YouTube and Instagram. You'll be amazed at how quickly your video takes off!

Use TikTok to create fun, short promotional videos. You can even post these across different platforms.



---

---

---

---

---

---

---

---

---

---



# CULTURAL MARKETING

Chances are your school is made up of students from different cultural backgrounds. Do your research to discover what's important to each culture in your school and speak to each with your yearbook message. Many times saying "Buy a Yearbook" is not enough because people may not understand what a yearbook is if they are from a country that does not have them.

Our bilingual marketing makes it easy for you to reach parents several ways in both English and Spanish. If you send us the translated copy for any other languages spoken at your school, we can create bilingual items for you. Email us at **marketingyearbooks@walsworth.com**.

## TechKNOW

See the English/Spanish marketing items at [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing) and click on Market to Parents.

**BEAUTIFUL MEMORIES**  
Imagine having a collection of memories you can relive any time you want

**BONITOS RECUERDOS**  
Imagina tener una colección de recuerdos que puedes revivir en todo momento.

<school name>  
**<MASCOT>**

**Walsworth yearbooks**  
© 2017 through Feb. 28  
© 2017 Feb. 29 - March 31  
© 2017 March 1 - May 31  
© 2017 May 1 - July 31  
© 2017 July 1 - Sept. 30  
© 2017 Oct. 1 - Nov. 30  
© 2017 Dec. 1 - 2018 Jan. 31  
© 2018 Feb. 1 - 2019 Mar. 31  
© 2019 Apr. 1 - 2020 May 31  
© 2020 Jun. 1 - 2021 Jul. 31  
© 2021 Aug. 1 - 2022 Sep. 30  
© 2022 Oct. 1 - 2023 Nov. 30  
© 2023 Dec. 1 - 2024 Jan. 31  
© 2024 Feb. 1 - 2025 Mar. 31  
© 2025 Apr. 1 - 2026 May 31  
© 2026 Jun. 1 - 2027 Jul. 31  
© 2027 Aug. 1 - 2028 Sep. 30  
© 2028 Oct. 1 - 2029 Nov. 30  
© 2029 Dec. 1 - 2030 Jan. 31  
© 2030 Feb. 1 - 2031 Mar. 31  
© 2031 Apr. 1 - 2032 May 31  
© 2032 Jun. 1 - 2033 Jul. 31  
© 2033 Aug. 1 - 2034 Sep. 30  
© 2034 Oct. 1 - 2035 Nov. 30  
© 2035 Dec. 1 - 2036 Jan. 31  
© 2036 Feb. 1 - 2037 Mar. 31  
© 2037 Apr. 1 - 2038 May 31  
© 2038 Jun. 1 - 2039 Jul. 31  
© 2039 Aug. 1 - 2040 Sep. 30  
© 2040 Oct. 1 - 2041 Nov. 30  
© 2041 Dec. 1 - 2042 Jan. 31  
© 2042 Feb. 1 - 2043 Mar. 31  
© 2043 Apr. 1 - 2044 May 31  
© 2044 Jun. 1 - 2045 Jul. 31  
© 2045 Aug. 1 - 2046 Sep. 30  
© 2046 Oct. 1 - 2047 Nov. 30  
© 2047 Dec. 1 - 2048 Jan. 31  
© 2048 Feb. 1 - 2049 Mar. 31  
© 2049 Apr. 1 - 2050 May 31  
© 2050 Jun. 1 - 2051 Jul. 31  
© 2051 Aug. 1 - 2052 Sep. 30  
© 2052 Oct. 1 - 2053 Nov. 30  
© 2053 Dec. 1 - 2054 Jan. 31  
© 2054 Feb. 1 - 2055 Mar. 31  
© 2055 Apr. 1 - 2056 May 31  
© 2056 Jun. 1 - 2057 Jul. 31  
© 2057 Aug. 1 - 2058 Sep. 30  
© 2058 Oct. 1 - 2059 Nov. 30  
© 2059 Dec. 1 - 2060 Jan. 31  
© 2060 Feb. 1 - 2061 Mar. 31  
© 2061 Apr. 1 - 2062 May 31  
© 2062 Jun. 1 - 2063 Jul. 31  
© 2063 Aug. 1 - 2064 Sep. 30  
© 2064 Oct. 1 - 2065 Nov. 30  
© 2065 Dec. 1 - 2066 Jan. 31  
© 2066 Feb. 1 - 2067 Mar. 31  
© 2067 Apr. 1 - 2068 May 31  
© 2068 Jun. 1 - 2069 Jul. 31  
© 2069 Aug. 1 - 2070 Sep. 30  
© 2070 Oct. 1 - 2071 Nov. 30  
© 2071 Dec. 1 - 2072 Jan. 31  
© 2072 Feb. 1 - 2073 Mar. 31  
© 2073 Apr. 1 - 2074 May 31  
© 2074 Jun. 1 - 2075 Jul. 31  
© 2075 Aug. 1 - 2076 Sep. 30  
© 2076 Oct. 1 - 2077 Nov. 30  
© 2077 Dec. 1 - 2078 Jan. 31  
© 2078 Feb. 1 - 2079 Mar. 31  
© 2079 Apr. 1 - 2080 May 31  
© 2080 Jun. 1 - 2081 Jul. 31  
© 2081 Aug. 1 - 2082 Sep. 30  
© 2082 Oct. 1 - 2083 Nov. 30  
© 2083 Dec. 1 - 2084 Jan. 31  
© 2084 Feb. 1 - 2085 Mar. 31  
© 2085 Apr. 1 - 2086 May 31  
© 2086 Jun. 1 - 2087 Jul. 31  
© 2087 Aug. 1 - 2088 Sep. 30  
© 2088 Oct. 1 - 2089 Nov. 30  
© 2089 Dec. 1 - 2090 Jan. 31  
© 2090 Feb. 1 - 2091 Mar. 31  
© 2091 Apr. 1 - 2092 May 31  
© 2092 Jun. 1 - 2093 Jul. 31  
© 2093 Aug. 1 - 2094 Sep. 30  
© 2094 Oct. 1 - 2095 Nov. 30  
© 2095 Dec. 1 - 2096 Jan. 31  
© 2096 Feb. 1 - 2097 Mar. 31  
© 2097 Apr. 1 - 2098 May 31  
© 2098 Jun. 1 - 2099 Jul. 31  
© 2099 Aug. 1 - 2100 Sep. 30  
© 2100 Oct. 1 - 2101 Nov. 30  
© 2101 Dec. 1 - 2102 Jan. 31  
© 2102 Feb. 1 - 2103 Mar. 31  
© 2103 Apr. 1 - 2104 May 31  
© 2104 Jun. 1 - 2105 Jul. 31  
© 2105 Aug. 1 - 2106 Sep. 30  
© 2106 Oct. 1 - 2107 Nov. 30  
© 2107 Dec. 1 - 2108 Jan. 31  
© 2108 Feb. 1 - 2109 Mar. 31  
© 2109 Apr. 1 - 2110 May 31  
© 2110 Jun. 1 - 2111 Jul. 31  
© 2111 Aug. 1 - 2112 Sep. 30  
© 2112 Oct. 1 - 2113 Nov. 30  
© 2113 Dec. 1 - 2114 Jan. 31  
© 2114 Feb. 1 - 2115 Mar. 31  
© 2115 Apr. 1 - 2116 May 31  
© 2116 Jun. 1 - 2117 Jul. 31  
© 2117 Aug. 1 - 2118 Sep. 30  
© 2118 Oct. 1 - 2119 Nov. 30  
© 2119 Dec. 1 - 2120 Jan. 31  
© 2120 Feb. 1 - 2121 Mar. 31  
© 2121 Apr. 1 - 2122 May 31  
© 2122 Jun. 1 - 2123 Jul. 31  
© 2123 Aug. 1 - 2124 Sep. 30  
© 2124 Oct. 1 - 2125 Nov. 30  
© 2125 Dec. 1 - 2126 Jan. 31  
© 2126 Feb. 1 - 2127 Mar. 31  
© 2127 Apr. 1 - 2128 May 31  
© 2128 Jun. 1 - 2129 Jul. 31  
© 2129 Aug. 1 - 2130 Sep. 30  
© 2130 Oct. 1 - 2131 Nov. 30  
© 2131 Dec. 1 - 2132 Jan. 31  
© 2132 Feb. 1 - 2133 Mar. 31  
© 2133 Apr. 1 - 2134 May 31  
© 2134 Jun. 1 - 2135 Jul. 31  
© 2135 Aug. 1 - 2136 Sep. 30  
© 2136 Oct. 1 - 2137 Nov. 30  
© 2137 Dec. 1 - 2138 Jan. 31  
© 2138 Feb. 1 - 2139 Mar. 31  
© 2139 Apr. 1 - 2140 May 31  
© 2140 Jun. 1 - 2141 Jul. 31  
© 2141 Aug. 1 - 2142 Sep. 30  
© 2142 Oct. 1 - 2143 Nov. 30  
© 2143 Dec. 1 - 2144 Jan. 31  
© 2144 Feb. 1 - 2145 Mar. 31  
© 2145 Apr. 1 - 2146 May 31  
© 2146 Jun. 1 - 2147 Jul. 31  
© 2147 Aug. 1 - 2148 Sep. 30  
© 2148 Oct. 1 - 2149 Nov. 30  
© 2149 Dec. 1 - 2150 Jan. 31  
© 2150 Feb. 1 - 2151 Mar. 31  
© 2151 Apr. 1 - 2152 May 31  
© 2152 Jun. 1 - 2153 Jul. 31  
© 2153 Aug. 1 - 2154 Sep. 30  
© 2154 Oct. 1 - 2155 Nov. 30  
© 2155 Dec. 1 - 2156 Jan. 31  
© 2156 Feb. 1 - 2157 Mar. 31  
© 2157 Apr. 1 - 2158 May 31  
© 2158 Jun. 1 - 2159 Jul. 31  
© 2159 Aug. 1 - 2160 Sep. 30  
© 2160 Oct. 1 - 2161 Nov. 30  
© 2161 Dec. 1 - 2162 Jan. 31  
© 2162 Feb. 1 - 2163 Mar. 31  
© 2163 Apr. 1 - 2164 May 31  
© 2164 Jun. 1 - 2165 Jul. 31  
© 2165 Aug. 1 - 2166 Sep. 30  
© 2166 Oct. 1 - 2167 Nov. 30  
© 2167 Dec. 1 - 2168 Jan. 31  
© 2168 Feb. 1 - 2169 Mar. 31  
© 2169 Apr. 1 - 2170 May 31  
© 2170 Jun. 1 - 2171 Jul. 31  
© 2171 Aug. 1 - 2172 Sep. 30  
© 2172 Oct. 1 - 2173 Nov. 30  
© 2173 Dec. 1 - 2174 Jan. 31  
© 2174 Feb. 1 - 2175 Mar. 31  
© 2175 Apr. 1 - 2176 May 31  
© 2176 Jun. 1 - 2177 Jul. 31  
© 2177 Aug. 1 - 2178 Sep. 30  
© 2178 Oct. 1 - 2179 Nov. 30  
© 2179 Dec. 1 - 2180 Jan. 31  
© 2180 Feb. 1 - 2181 Mar. 31  
© 2181 Apr. 1 - 2182 May 31  
© 2182 Jun. 1 - 2183 Jul. 31  
© 2183 Aug. 1 - 2184 Sep. 30  
© 2184 Oct. 1 - 2185 Nov. 30  
© 2185 Dec. 1 - 2186 Jan. 31  
© 2186 Feb. 1 - 2187 Mar. 31  
© 2187 Apr. 1 - 2188 May 31  
© 2188 Jun. 1 - 2189 Jul. 31  
© 2189 Aug. 1 - 2190 Sep. 30  
© 2190 Oct. 1 - 2191 Nov. 30  
© 2191 Dec. 1 - 2192 Jan. 31  
© 2192 Feb. 1 - 2193 Mar. 31  
© 2193 Apr. 1 - 2194 May 31  
© 2194 Jun. 1 - 2195 Jul. 31  
© 2195 Aug. 1 - 2196 Sep. 30  
© 2196 Oct. 1 - 2197 Nov. 30  
© 2197 Dec. 1 - 2198 Jan. 31  
© 2198 Feb. 1 - 2199 Mar. 31  
© 2199 Apr. 1 - 2200 May 31  
© 2200 Jun. 1 - 2201 Jul. 31  
© 2201 Aug. 1 - 2202 Sep. 30  
© 2202 Oct. 1 - 2203 Nov. 30  
© 2203 Dec. 1 - 2204 Jan. 31  
© 2204 Feb. 1 - 2205 Mar. 31  
© 2205 Apr. 1 - 2206 May 31  
© 2206 Jun. 1 - 2207 Jul. 31  
© 2207 Aug. 1 - 2208 Sep. 30  
© 2208 Oct. 1 - 2209 Nov. 30  
© 2209 Dec. 1 - 2210 Jan. 31  
© 2210 Feb. 1 - 2211 Mar. 31  
© 2211 Apr. 1 - 2212 May 31  
© 2212 Jun. 1 - 2213 Jul. 31  
© 2213 Aug. 1 - 2214 Sep. 30  
© 2214 Oct. 1 - 2215 Nov. 30  
© 2215 Dec. 1 - 2216 Jan. 31  
© 2216 Feb. 1 - 2217 Mar. 31  
© 2217 Apr. 1 - 2218 May 31  
© 2218 Jun. 1 - 2219 Jul. 31  
© 2219 Aug. 1 - 2220 Sep. 30  
© 2220 Oct. 1 - 2221 Nov. 30  
© 2221 Dec. 1 - 2222 Jan. 31  
© 2222 Feb. 1 - 2223 Mar. 31  
© 2223 Apr. 1 - 2224 May 31  
© 2224 Jun. 1 - 2225 Jul. 31  
© 2225 Aug. 1 - 2226 Sep. 30  
© 2226 Oct. 1 - 2227 Nov. 30  
© 2227 Dec. 1 - 2228 Jan. 31  
© 2228 Feb. 1 - 2229 Mar. 31  
© 2229 Apr. 1 - 2230 May 31  
© 2230 Jun. 1 - 2231 Jul. 31  
© 2231 Aug. 1 - 2232 Sep. 30  
© 2232 Oct. 1 - 2233 Nov. 30  
© 2233 Dec. 1 - 2234 Jan. 31  
© 2234 Feb. 1 - 2235 Mar. 31  
© 2235 Apr. 1 - 2236 May 31  
© 2236 Jun. 1 - 2237 Jul. 31  
© 2237 Aug. 1 - 2238 Sep. 30  
© 2238 Oct. 1 - 2239 Nov. 30  
© 2239 Dec. 1 - 2240 Jan. 31  
© 2240 Feb. 1 - 2241 Mar. 31  
© 2241 Apr. 1 - 2242 May 31  
© 2242 Jun. 1 - 2243 Jul. 31  
© 2243 Aug. 1 - 2244 Sep. 30  
© 2244 Oct. 1 - 2245 Nov. 30  
© 2245 Dec. 1 - 2246 Jan. 31  
© 2246 Feb. 1 - 2247 Mar. 31  
© 2247 Apr. 1 - 2248 May 31  
© 2248 Jun. 1 - 2249 Jul. 31  
© 2249 Aug. 1 - 2250 Sep. 30  
© 2250 Oct. 1 - 2251 Nov. 30  
© 2251 Dec. 1 - 2252 Jan. 31  
© 2252 Feb. 1 - 2253 Mar. 31  
© 2253 Apr. 1 - 2254 May 31  
© 2254 Jun. 1 - 2255 Jul. 31  
© 2255 Aug. 1 - 2256 Sep. 30  
© 2256 Oct. 1 - 2257 Nov. 30  
© 2257 Dec. 1 - 2258 Jan. 31  
© 2258 Feb. 1 - 2259 Mar. 31  
© 2259 Apr. 1 - 2260 May 31  
© 2260 Jun. 1 - 2261 Jul. 31  
© 2261 Aug. 1 - 2262 Sep. 30  
© 2262 Oct. 1 - 2263 Nov. 30  
© 2263 Dec. 1 - 2264 Jan. 31  
© 2264 Feb. 1 - 2265 Mar. 31  
© 2265 Apr. 1 - 2266 May 31  
© 2266 Jun. 1 - 2267 Jul. 31  
© 2267 Aug. 1 - 2268 Sep. 30  
© 2268 Oct. 1 - 2269 Nov. 30  
© 2269 Dec. 1 - 2270 Jan. 31  
© 2270 Feb. 1 - 2271 Mar. 31  
© 2271 Apr. 1 - 2272 May 31  
© 2272 Jun. 1 - 2273 Jul. 31  
© 2273 Aug. 1 - 2274 Sep. 30  
© 2274 Oct. 1 - 2275 Nov. 30  
© 2275 Dec. 1 - 2276 Jan. 31  
© 2276 Feb. 1 - 2277 Mar. 31  
© 2277 Apr. 1 - 2278 May 31  
© 2278 Jun. 1 - 2279 Jul. 31  
© 2279 Aug. 1 - 2280 Sep. 30  
© 2280 Oct. 1 - 2281 Nov. 30  
© 2281 Dec. 1 - 2282 Jan. 31  
© 2282 Feb. 1 - 2283 Mar. 31  
© 2283 Apr. 1 - 2284 May 31  
© 2284 Jun. 1 - 2285 Jul. 31  
© 2285 Aug. 1 - 2286 Sep. 30  
© 2286 Oct. 1 - 2287 Nov. 30  
© 2287 Dec. 1 - 2288 Jan. 31  
© 2288 Feb. 1 - 2289 Mar. 31  
© 2289 Apr. 1 - 2290 May 31  
© 2290 Jun. 1 - 2291 Jul. 31  
© 2291 Aug. 1 - 2292 Sep. 30  
© 2292 Oct. 1 - 2293 Nov. 30  
© 2293 Dec. 1 - 2294 Jan. 31  
© 2294 Feb. 1 - 2295 Mar. 31  
© 2295 Apr. 1 - 2296 May 31  
© 2296 Jun. 1 - 2297 Jul. 31  
© 2297 Aug. 1 - 2298 Sep. 30  
© 2298 Oct. 1 - 2299 Nov. 30  
© 2299 Dec. 1 - 2300 Jan. 31  
© 2300 Feb. 1 - 2301 Mar. 31  
© 2301 Apr. 1 - 2302 May 31  
© 2302 Jun. 1 - 2303 Jul. 31  
© 2303 Aug. 1 - 2304 Sep. 30  
© 2304 Oct. 1 - 2305 Nov. 30  
© 2305 Dec. 1 - 2306 Jan. 31  
© 2306 Feb. 1 - 2307 Mar. 31  
© 2307 Apr. 1 - 2308 May 31  
© 2308 Jun. 1 - 2309 Jul. 31  
© 2309 Aug. 1 - 2310 Sep. 30  
© 2310 Oct. 1 - 2311 Nov. 30  
© 2311 Dec. 1 - 2312 Jan. 31  
© 2312 Feb. 1 - 2313 Mar. 31  
© 2313 Apr. 1 - 2314 May 31  
© 2314 Jun. 1 - 2315 Jul. 31  
© 2315 Aug. 1 - 2316 Sep. 30  
© 2316 Oct. 1 - 2317 Nov. 30  
© 2317 Dec. 1 - 2318 Jan. 31  
© 2318 Feb. 1 - 2319 Mar. 31  
© 2319 Apr. 1 - 2320 May 31  
© 2320 Jun. 1 - 2321 Jul. 31  
© 2321 Aug. 1 - 2322 Sep. 30  
© 2322 Oct. 1 - 2323 Nov. 30  
© 2323 Dec. 1 - 2324 Jan. 31  
© 2324 Feb. 1 - 2325 Mar. 31  
© 2325 Apr. 1 - 2326 May 31  
© 2326 Jun. 1 - 2327 Jul. 31  
© 2327 Aug. 1 - 2328 Sep. 30  
© 2328 Oct. 1 - 2329 Nov. 30  
© 2329 Dec. 1 - 2330 Jan. 31  
© 2330 Feb. 1 - 2331 Mar. 31  
© 2331 Apr. 1 - 2332 May 31  
© 2332 Jun. 1 - 2333 Jul. 31  
© 2333 Aug. 1 - 2334 Sep. 30  
© 2334 Oct. 1 - 2335 Nov. 30  
© 2335 Dec. 1 - 2336 Jan. 31  
© 2336 Feb. 1 - 2337 Mar. 31  
© 2337 Apr. 1 - 2338 May 31  
© 2338 Jun. 1 - 2339 Jul. 31  
© 2339 Aug. 1 - 2340 Sep. 30  
© 2340 Oct. 1 - 2341 Nov. 30  
© 2341 Dec. 1 - 2342 Jan. 31  
© 2342 Feb. 1 - 2343 Mar. 31  
© 2343 Apr. 1 - 2344 May 31  
© 2344 Jun. 1 - 2345 Jul. 31  
© 2345 Aug. 1 - 2346 Sep. 30  
© 2346 Oct. 1 - 2347 Nov. 30  
© 2347 Dec. 1 - 2348 Jan. 31  
© 2348 Feb. 1 - 2349 Mar. 31  
© 2349 Apr. 1 - 2350 May 31  
© 2350 Jun. 1 - 2351 Jul. 31  
© 2351 Aug. 1 - 2352 Sep. 30  
© 2352 Oct. 1 - 2353 Nov. 30  
© 2353 Dec. 1 - 2354 Jan. 31  
© 2354 Feb. 1 - 2355 Mar. 31  
© 2355 Apr. 1 - 2356 May 31  
© 2356 Jun. 1 - 2357 Jul. 31  
© 2357 Aug. 1 - 2358 Sep. 30  
© 2358 Oct. 1 - 2359 Nov. 30  
© 2359 Dec. 1 - 2360 Jan. 31  
© 2360 Feb. 1 - 2361 Mar. 31  
© 2361 Apr. 1 - 2362 May 31  
© 2362 Jun. 1 - 2363 Jul. 31  
© 2363 Aug. 1 - 2364 Sep. 30  
© 2364 Oct. 1 - 2365 Nov. 30  
© 2365 Dec. 1 - 2366 Jan. 31  
© 2366 Feb. 1 - 2367 Mar. 31  
© 2367 Apr. 1 - 2368 May 31  
© 2368 Jun. 1 - 2369 Jul. 31  
© 2369 Aug. 1 - 2370 Sep. 30  
© 2370 Oct. 1 - 2371 Nov. 30  
© 2371 Dec. 1 - 2372 Jan. 31  
© 2372 Feb. 1 - 2373 Mar. 31  
© 2373 Apr. 1 - 2374 May 31  
© 2374 Jun. 1 - 2375 Jul. 31  
© 2375 Aug. 1 - 2376 Sep. 30  
© 2376 Oct. 1 - 2377 Nov. 30  
© 2377 Dec. 1 - 2378 Jan. 31  
© 2378 Feb. 1 - 2379 Mar. 31  
© 2379 Apr. 1 - 2380 May 31  
© 2380 Jun. 1 - 2381 Jul. 31  
© 2381 Aug. 1 - 2382 Sep. 30  
© 2382 Oct. 1 - 2383 Nov. 30  
© 2383 Dec. 1 - 2384 Jan. 31  
© 2384 Feb. 1 - 2385 Mar. 31  
© 2385 Apr. 1 - 2386 May 31  
© 2386 Jun. 1 - 2387 Jul. 31  
© 2387 Aug. 1 - 2388 Sep. 30  
© 2388 Oct. 1 - 2389 Nov. 30  
© 2389 Dec. 1 - 2390 Jan. 31  
© 2390 Feb. 1 - 2391 Mar. 31  
© 2391 Apr. 1 - 2392 May 31  
© 2392 Jun. 1 - 2393 Jul. 31  
© 2393 Aug. 1 - 2394 Sep. 30  
© 2394 Oct. 1 - 2395 Nov. 30  
© 2395 Dec. 1 - 2396 Jan. 31  
© 2396 Feb. 1 - 2397 Mar. 31  
© 2397 Apr. 1 - 2398 May 31  
© 2398 Jun. 1 - 2399 Jul. 31  
© 2399 Aug. 1 - 2400 Sep. 30  
© 2400 Oct. 1 - 2401 Nov. 30  
© 2401 Dec. 1 - 2402 Jan. 31  
© 2402 Feb. 1 - 2403 Mar. 31  
© 2403 Apr. 1 - 2404 May 31  
© 2404 Jun. 1 - 2405 Jul. 31  
© 2405 Aug. 1 - 2406 Sep. 30  
© 2406 Oct. 1 - 2407 Nov. 30  
© 2407 Dec. 1 - 2408 Jan. 31  
© 2408 Feb. 1 - 2409 Mar. 31  
© 2409 Apr. 1 - 2410 May 31  
© 2410 Jun. 1 - 2411 Jul. 31  
© 2411 Aug. 1 - 2412 Sep. 30  
© 2412 Oct. 1 - 2413 Nov. 30  
© 2413 Dec. 1 - 2414 Jan. 31  
© 2414 Feb. 1 - 2415 Mar. 31  
© 2415 Apr. 1 - 2416 May 31  
© 2416 Jun. 1 - 2417 Jul. 31  
© 2417 Aug. 1 - 2418 Sep. 30  
© 2418 Oct. 1 - 2419 Nov. 30  
© 2419 Dec. 1 - 2420 Jan. 31  
© 2420 Feb. 1 - 2421 Mar. 31  
© 2421 Apr. 1 - 2422 May 31  
© 2422 Jun. 1 - 2423 Jul. 31  
© 2423 Aug. 1 - 2424 Sep. 30  
© 2424 Oct. 1 - 2425 Nov. 30  
© 2425 Dec. 1 - 2426 Jan. 31  
© 2426 Feb. 1 - 2427 Mar. 31  
© 2427 Apr. 1 - 2428 May 31  
© 2428 Jun. 1 - 2429 Jul. 31  
© 2429 Aug. 1 - 2430 Sep. 30  
© 2430 Oct. 1 - 2431 Nov. 30  
© 2431 Dec. 1 - 2432 Jan. 31  
© 2432 Feb. 1 - 2433 Mar. 31  
© 2433 Apr. 1 - 2434 May 31  
© 2434 Jun. 1 - 2435 Jul. 31  
© 2435 Aug. 1 - 2436 Sep. 30  
© 2436 Oct. 1 - 2437 Nov. 30  
© 2437 Dec. 1 - 2438 Jan. 31  
© 2438 Feb. 1 - 2439 Mar. 31  
© 2439 Apr. 1 - 2440 May 31  
© 2440 Jun. 1 - 2441 Jul. 31  
© 2441 Aug. 1 - 2442 Sep. 30  
© 2442 Oct. 1 - 2443 Nov. 30  
© 2443 Dec. 1 - 2444 Jan. 31  
© 2444 Feb. 1 - 2445 Mar. 31  
© 2445 Apr. 1 - 2446 May 31  
© 2446 Jun. 1 - 2447 Jul. 31  
© 2447 Aug. 1 - 2448 Sep. 30  
© 2448 Oct. 1 - 2449 Nov. 30  
© 2449 Dec. 1 - 2450 Jan. 31  
© 2450 Feb. 1 - 2451 Mar. 31  
© 2451 Apr. 1 - 2452 May 31  
© 2452 Jun. 1 - 2453 Jul. 31  
© 2453 Aug. 1 - 2454 Sep. 30  
© 2454 Oct. 1 - 2455 Nov. 30  
© 2455 Dec. 1 - 2456 Jan. 31  
© 2456 Feb. 1 - 2457 Mar. 31  
© 2457 Apr. 1 - 2458 May 31  
© 2458 Jun. 1 - 2459 Jul. 31  
© 2459 Aug. 1 - 2460 Sep. 30  
© 2460 Oct. 1 - 2461 Nov. 30  
© 2461 Dec. 1 - 2462 Jan. 31  
© 2462 Feb. 1 - 2463 Mar. 31  
© 2463 Apr. 1 - 2464 May 31  
© 2464 Jun. 1 - 2465 Jul. 31  
© 2465 Aug. 1 - 2466 Sep. 30  
© 2466 Oct. 1 - 2467 Nov. 30  
© 2467 Dec. 1 - 2468 Jan. 31  
© 2468 Feb. 1 - 2469 Mar. 31  
© 2469 Apr. 1 - 2470 May 31  
© 2470 Jun. 1 - 2471 Jul. 31  
© 2471 Aug. 1 - 2472 Sep. 30  
© 2472 Oct. 1 - 2473 Nov. 30  
© 2473 Dec. 1 - 2474 Jan. 31  
© 2474 Feb. 1 - 2475 Mar. 31  
© 2475 Apr. 1 - 2476 May 31  
© 2476 Jun. 1 - 2477 Jul. 31  
© 2477 Aug. 1 - 2478 Sep. 30  
© 2478 Oct. 1 - 2479 Nov. 30  
© 2479 Dec. 1 - 2480 Jan. 31  
© 2480 Feb. 1 - 2481 Mar. 31  
© 2481 Apr. 1 - 2482 May 31  
© 2482 Jun. 1 - 2483 Jul. 31  
© 2483 Aug. 1 - 2484 Sep. 30  
© 2484 Oct. 1 - 2485 Nov. 30  
© 2485 Dec. 1 - 2486 Jan. 31  
© 2486 Feb. 1 - 2487 Mar. 31  
© 2487 Apr. 1 - 2488 May 31  
© 2488 Jun. 1 - 2489 Jul. 31  
© 2489 Aug. 1 - 2490 Sep. 30  
© 2490 Oct. 1 - 2491 Nov. 30  
© 2491 Dec. 1 - 2492 Jan. 31  
© 2492 Feb. 1 - 2493 Mar. 31  
© 2493 Apr. 1 - 2494 May 31  
© 2494 Jun. 1 - 2495 Jul. 31  
© 2495 Aug. 1 - 2496 Sep. 30  
© 2496 Oct. 1 - 2497 Nov. 30  
© 2497 Dec. 1 - 2498 Jan. 31  
© 2498 Feb. 1 - 2499 Mar. 31  
© 2499 Apr. 1 - 2500 May 31  
© 2500 Jun. 1 - 2501 Jul. 31  
© 2501 Aug. 1 - 2502 Sep. 30  
© 2502 Oct. 1 - 2503 Nov. 30  
© 2503 Dec. 1 - 2504 Jan. 31  
© 2504 Feb. 1 - 2505 Mar. 31  
© 2505 Apr. 1 - 2506 May 31  
© 2506 Jun. 1 - 2507 Jul. 31  
© 2507 Aug. 1 - 2508 Sep. 30  
© 2508 Oct. 1 - 2509 Nov. 30  
© 2509 Dec. 1 - 2510 Jan. 31  
© 2510 Feb. 1 - 2511 Mar. 31  
© 2511 Apr. 1 - 2512 May 31  
© 2512 Jun. 1 - 2513 Jul. 31  
© 2513 Aug. 1 - 2514 Sep. 30  
© 2514 Oct. 1 - 2515 Nov. 30  
© 2515 Dec. 1 - 2516 Jan. 31  
© 2516 Feb. 1 - 2517 Mar. 31  
© 2517 Apr. 1 - 2518 May 31  
© 2518 Jun. 1 - 2519 Jul. 31  
© 2519 Aug. 1 - 2520 Sep. 30  
© 2520 Oct. 1 - 2521 Nov. 30  
© 2521 Dec. 1 - 2522 Jan. 31  
© 2522 Feb. 1 - 2523 Mar. 31  
© 2523 Apr. 1 - 2524 May 31  
© 2524 Jun. 1 - 2525 Jul. 31  
© 2525 Aug. 1 - 2526 Sep. 30  
© 2526 Oct. 1 - 2527 Nov. 30  
© 2527 Dec. 1 - 2528 Jan. 31  
© 2528 Feb. 1 - 2529 Mar. 31  
© 2529 Apr. 1 - 2530 May 31  
© 2530 Jun. 1 - 2531 Jul. 31  
© 2531 Aug. 1 - 2532 Sep. 30  
© 2532 Oct. 1 - 2533 Nov. 30  
© 25

# BUDGET

Yearbook staff members make a product and sell it, which makes yearbook a business. You and your staff need to know how much money you have and how much you think can be raised. Then you can decide what kind of yearbook you can afford to create and how to market it.

Start this process for the next year in the spring of the preceding year. Review your budget worksheet with your yearbook sales representative, so you have an accurate financial picture of your program.

**Now let's set up your marketing plan.**



## TechKNOW

Get editable templates on [walsworthyearbooks.com](http://walsworthyearbooks.com) and search budget using the magnifying glass in upper right of page.

---

---

---

---

---

---

---

---

---

---

YOUR MARKETING TO PARENTS PLAN

pick6

It's time to set it up.

Which six make the most sense for <u>your</u> school?*	
Marketing Tactics	Next steps and planned date
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____

Proven marketing tactics (pick ones that work for your school):

- Registration/Back-to-school events
 • Sales tables
 • Guerrilla marketing
 » Fake notes
 » Clock banners
 » Restroom stall sign
 » Fake parking tickets
 » Soda labels
 » Locker tags
 » Wrist bands
- Social media
 • Videos
 • Home mailings/Customized Marketing
 • Parent Email Program (PEP)
 • All-calls
 • Cultural Marketing
 • Web banners

\*Hint: You can pick more than six! The key here is to decide which tactics are doable at your school and STICK TO THEM. Keep this workbook nearby for reference throughout the year.

# ADD COOL TECHNOLOGY, SELL MORE BOOKS

Get students excited about their yearbook by making it interactive – add these mobile apps!

Walsworth's Yearbook AR and Yearbook Snap mobile apps enhance the printed yearbook and give students and parents amazing new ways to share their memories.



## Yearbook Snap

Students and parents can easily submit photos from a school event to the yearbook with the **Yearbook Snap** mobile app.

Easier submission means more engagement with parents and students and more photos to choose from for your yearbook. **Yearbook Snap** is the mobile app for **Community Upload**, where students and parents can upload photos at **yearbookforever.com**.



## Yearbook AR

Bring your yearbook to life with Yearbook AR!

Walsworth's augmented reality app brings a whole new interactive experience to your yearbook. See the Homecoming dance leap off the page. Watch the marching band perform. Relive chemistry class.



## TechKNOW

See more info at [walsworthyearbooks.com/yearbooksnap](http://walsworthyearbooks.com/yearbooksnap) and [walsworthyearbooks.com/ar](http://walsworthyearbooks.com/ar).

---

---

---

---

---

---

---

---

---

---

# RECRUIT AWESOME STAFF MEMBERS

One way to create an excellent book is to get dedicated and creative students on staff. To help with that, consider using these fun recruiting materials.

## Posters

Hang these colorful posters designed to advertise various jobs on yearbook staff to attract students who never thought about the fun work of yearbook.

## Fliers

Similar to the posters, these fliers also include a staff application on the back.

## Info cards

Staff members can use these cards to invite classmates who impress them to apply for yearbook staff.

## Locker stuffers

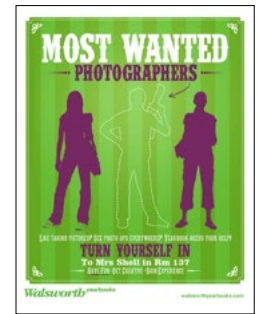
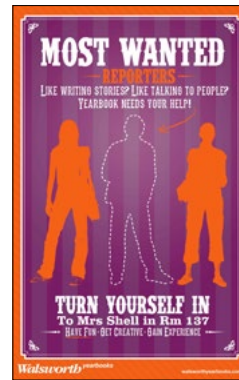
Help students understand what yearbook is all about with these locker stuffers that explain what's great about being on staff and how to apply. Slide them into the lockers of students you think would be great on staff.

## Stickers

Put these on lockers, friends' notebooks or anywhere else you can think of to advertise recruitment.

## Social media graphics

Have a yearbook Facebook page or Twitter account? Use these graphics to help spread the word that the yearbook staff is looking for the best and brightest.

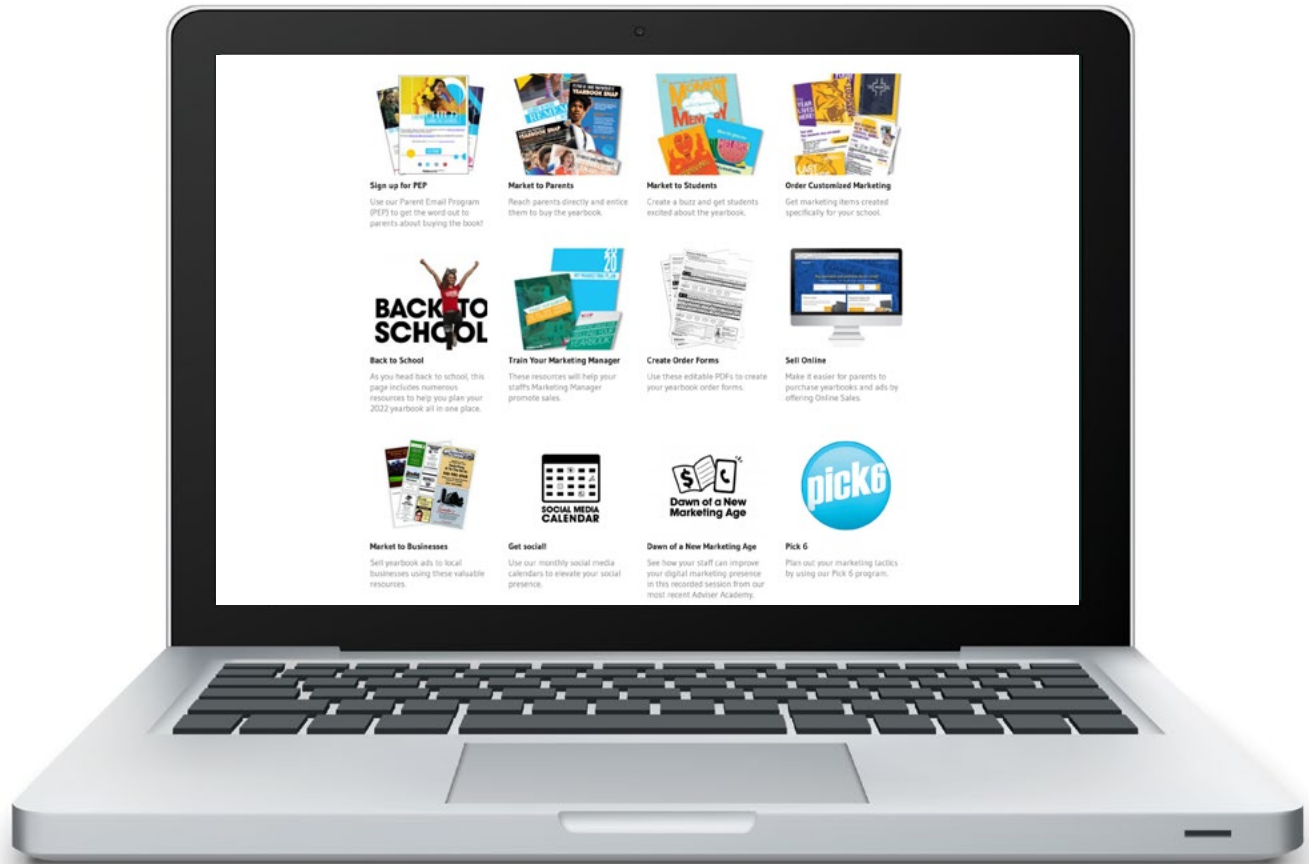


## TechKNOW

Get editable templates on [walsworthyearbooks.com/recruiting](http://walsworthyearbooks.com/recruiting).

# WHAT CAN WE DO FOR YOU?

Go to [walsworthyearbooks.com/marketing](http://walsworthyearbooks.com/marketing) for more ideas.



## WANT HELP MARKETING? JUST ASK US – WE'D LOVE TO HELP.

Email us at [marketingyearbooks@walsworth.com](mailto:marketingyearbooks@walsworth.com).