

YEARBOOK MARKETING CHECKLIST FOR MARKETING MANAGERS

As the student marketing manager for your school's yearbook, your number one priority is selling the book your staff has been working so hard on throughout the year. Don't let their hard work go to waste – one of the most important aspects of a successful yearbook is selling it! Your job is to market your amazing yearbook to the people who will want to buy it most: students, parents and staff. Use this checklist of marketing tactics to determine your plan for getting those books out the door, and hold yourself accountable!

School name/Adviser: _____ Job number: _____

Marketing Manager: _____ Best way to reach: _____

Phone number: _____ Email address: _____

Give a copy of this checklist to your Walsworth rep. Keep the original so next time they visit, you can work on a marketing plan together!

TACTICS THAT TARGET STUDENTS	YES	NO	PLAN TO COMPLETE BY
Have you posted flyers above water fountains?			
Have you posted flyers on doors/stalls/mirrors/walls in bathrooms?			
Has the yearbook been promoted in morning announcements or all-school broadcasts?			
Have you sold yearbooks during lunch in the cafeteria?			
Are you using Instagram to promote your yearbook sales?			
Are you using TikTok to promote your yearbook sales?			
Are you using Snapchat to promote your yearbook sales?			
Are you using Twitter to promote your yearbook sales?			
Is your school store link posted in each of your account bios?			
Have you used your coverage report to let non-buyers who are in the yearbook know they are in the yearbook and how to purchase?			
Have you done any other guerilla marketing tactics? If so, what? _____			
TACTICS THAT TARGET PARENTS			
Are you enrolled in Walsworth's Parent Email Program (PEP)? (Check with your adviser)			
Have you used an all-call or SMS text system to reach parents about buying the yearbook?			
Have you mailed a letter, flyer or postcard with purchase info/order form to parents?			
Does your office staff know the price of the yearbook and how/where/the deadline to purchase?			
Are yearbook order forms or online sales information available in the main office?			
Do you have a banner ad on your school's website/home page?			
Have you sold yearbooks at back-to-school registration/enrollment?			
Have you sold yearbooks at parent-teacher conferences?			
Have you hosted a yearbook sales table at games, plays or other events that parents attend?			
If your student body is more than 20% bilingual, have you used bilingual marketing?			
Are you using Facebook to promote your yearbook sales?			
Is your school store link posted in your Facebook bio?			

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TACTICS THAT TARGET BOTH STUDENTS AND PARENTS	YES	NO	PLAN TO COMPLETE BY
Have you posted flyers by all main entrances?			
Have you posted flyers in the main front office?			
Have you utilized yard signs, sidewalk chalk, an outdoor banner or the school's marquee?			
Are there any other marketing tactics not listed above that you've tried? If so, what? _____			
Are there any other marketing tactics not listed above that you would like to do? If so, what? _____			
Have you filled out your Pick 6 marketing plan ?			

HOW ARE YOU DOING ON YOUR MARKETING?

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

FOR FURTHER HELP AND TO FIND MORE MARKETING RESOURCES

- Go to the Marketing Your Book tab on the walsworthyearbooks.com home page.
- Go to the "Train Your Marketing Manager" page to learn everything there is to know about being a marketing manager.
- Explore the "Market to Parents" and "Market to Students" sections to find Guerilla Marketing resources, DIY templates and more!
- "Creative Ways to Market Your Yearbook" eBook
- Questions? Reach out to us via email at marketinghelp@walsworth.com.