

# TIMELY TIPS

## Marketing

### No Buyers Left Behind: Guerrilla Marketing for Last-Chance Sales

#### OBJECTIVE

Students will analyze and apply guerrilla marketing strategies to increase final yearbook sales. They will brainstorm and implement creative, last-chance tactics to engage non-buyers and drive purchases before distribution day.

#### MATERIALS NEEDED

- Computers with internet access
- List of non-buyers by student name
- Note-taking materials
- Printer
- Poster paper
- Scissors and tape or poster putty
- Markers
- QR code stickers from your [2025 Planning Kit](#)  
OR custom QR codes linking to your specific school store at [yearbookforever.com](http://yearbookforever.com)

#### PART 1

### INTRODUCTION (15 MINUTES)

As a class, briefly review **guerrilla marketing**: creative, low-cost selling strategies designed to surprise, engage and leave a lasting impression.

- Direct students to browse guerrilla marketing resources and ideas on Walsworth's [Market to Students](#) and [Market to Parents](#) pages.
- Break up into groups of 3-4 and provide them with the following questions:
  - How can we make students realize this is their last chance to purchase?
  - What strategies can we use to make them stop in the hallway, pay attention and take action before it's too late?
- Have students jot down as many ideas as they can for 5 minutes and present to the class.

#### PART 2

### STRATEGY & PLANNING (10 MINUTES)

Present the list of students who haven't bought a yearbook.

- **Discuss:** How can we make this more than just a list of names?
- In small groups or as a class, **brainstorm creative messaging**:
  - "If only there was a sign reminding you to buy a yearbook. Like, a literal sign."
  - "Yearbook FOMO is real. Don't let it happen to you."
  - "WARNING: Yearbook Withdrawals. Side effects include FOMO, regrets, loneliness"

#### PART 3

### CREATION & EXECUTION (30 MINUTES)

- Have students work in small groups to create eye-catching posters using the ideas they brainstormed. Posters should include engaging visuals, bold text and important purchase information on how and where to buy, deadlines, prices, etc. They should also reference the list of your non-buyers.
- Print out copies of the non-buyers list (sorted by grade level) and the QR codes to purchase a book online.
- Have students strategically place posters, QR codes and non-buyer lists in 3-5 high-traffic areas where students naturally stop or gather – such as the cafeteria, main hallways or near water fountains.

#### PART 4

### WRAP-UP & REFLECTION (5 MINUTES)

**Discussion:** How did your creative strategies help you think outside the box to get students' attention? What posters or messages do you think will have the most impact? How can we tell if our guerrilla marketing was successful? What other unconventional marketing tactics could we try in the future to reach students who haven't purchased?