

Parent Email Program (PEP) Marketing Plan

As we send out emails to parents throughout the year, don't forget to market your yearbook in other ways. Here is a comprehensive guide on what marketing tactics you should be doing throughout the year.

BEFORE YOUR SCHOOL YEAR STARTS

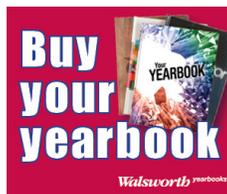
- Set up your yearbook **social media sites** (Facebook, Twitter, Instagram, Pinterest, Vine, etc.)



- Choose a **student marketing manager** — a student whose main role is to handle marketing

- Set up **Online Sales**

- Add **Buy a Yearbook** web banners to your school website



- Check with the front office to see if you have a high percentage of any specific culture at your school. If you do, consider using marketing items that are directly written for that culture. Walsworth has pre-made **Marketing to Latino items** but can create materials for any culture if you provide the translated copy.



BEFORE OR ONCE SCHOOL STARTS

- Sell at **Registration/Orientation/Back-to-school events**

- Order or download these **two valuable resources**:

1. [Engage Your Audience and Sell More Yearbooks with Strategic Marketing](#) from our *Yearbook Suite* curriculum
2. [My Marketing Plan](#) for Student Marketing Managers

- Post a **welcome back to school message** on social media sites



ONCE SCHOOL STARTS

Request student list with parent email addresses

AUG. 9 Start **social media posts**, advertising your book and getting feedback. To make the most out of your social media accounts, try to post a status update or meme a few times a week throughout the school year.

AUG. 17 PEP EMAIL 1

DAY SCHOOL STARTS **Guerrilla Marketing:** Ask principal for permission to write “Buy a Yearbook at yearbookforever.com” in chalk on the sidewalk in front of school

SEPT. 5 LABOR DAY

SEPT. 7 PEP EMAIL 2

WEEK OF SEPT. 12 **Order the Gold Customized Marketing Package:** Includes vinyl banner and event order cards (for your sales tables), fliers to distribute, posters to hang at the school, and Buy a Yearbook and Last Chance postcards (for your home mailings)



WEEK OF SEPT. 19 **Social Media:** Continue posting once a week throughout the school year. Consider doing a Photo of the Week or student polls. Advertise price increases and deadlines, and any specials.

THROUGHOUT SEPTEMBER Set up **yearbook sales tables** at parent-teacher nights, football games and other events attended by parents

SEPT. 21 Send out **all-call** to parents, telling them when, where and how to buy

HOMECOMING WEEK **Guerrilla Marketing:** Place **fake parking tickets** advertising yearbook sales on the windshields of cars at the big Homecoming event. A free template can be found at walsworthyearbooks.com/marketing



SEPT. 26 **Social Media:** Buy a yearbook!

SEPT. 28 PEP EMAIL 3



OCT. 2 Social Media: Celebrate **National Yearbook Week Oct. 2 - 8** on social media by posting fun memes and videos promoting your yearbook sales. Consider setting up a sales table at school this week.

OCT. 4 Guerrilla Marketing: Hang up **bathroom stall signs** on the back of bathroom stall doors, bathroom mirror signs and water fountain signs advertising yearbook sales. Free templates can be found at walsworthyearbooks.com/marketing

OCT. 10 Guerrilla Marketing: Download/create **candy bag tags** to prepare for Oct. 24

OCT. 17 Social Media: Buy a yearbook!

OCT. 19 PEP EMAIL 4

OCT. 21 Social Media: Post the meme “Yearbooks are so good, it’s scary!”

OCT. 24 Guerrilla Marketing: Sell bags of candy using **candy bag tags** to raise money for your yearbook program and promote the yearbook. A free template can be found at walsworthyearbooks.com/marketing

NOV. 2 Set up **sales tables** at parent-teacher conferences, plays, musicals and sporting events

FIRST NINE WEEKS Add **yearbook messaging** to report cards and online grading sites

NOV. 7 Social Media: Buy a yearbook!

NOV. 9 PEP EMAIL 5

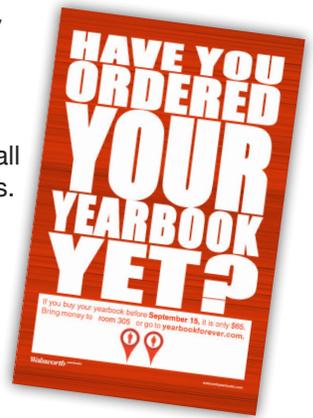
NOV. 21 Social Media: Happy Thanksgiving meme — **Gobble up** some memories!

NOV. 28 Social Media: Buy a yearbook!

NOV. 30 PEP EMAIL 6

THROUGHOUT DECEMBER Social Media: Post December holiday specials and memes. Consider a **Buddy the Elf** meme about being excited about yearbooks.

THROUGHOUT DECEMBER Create videos, emails and/or flyers targeted to specific **sports teams and organizations** that happened in the fall. **Give teasers** of what you will be including in the yearbook.



DEC. 12 Social Media: Don’t miss out — buy a yearbook today!

DEC. 14 PEP EMAIL 7

DEC. 29 Social Media: New Year’s meme

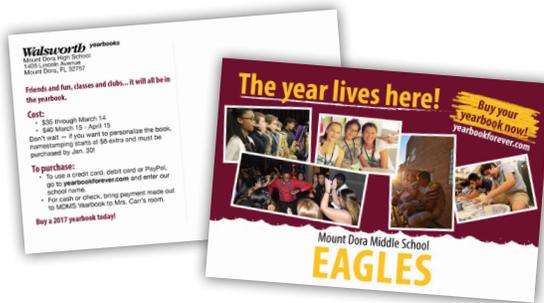
JAN. 3 Social Media: Buy a yearbook!

JAN. 4 PEP EMAIL 8

JAN. 9 Create **fun videos** to share on your social media accounts or during morning announcements throughout the spring time.

JAN. 16 Guerrilla Marketing: Have cheerleaders **do a cheer** at a basketball game about buying yearbooks, and ask your mascot to **wear a “Buy a yearbook – yearbookforever.com” sandwich board** and walk around the game.

JAN. 16 Send **Buy a Yearbook flier or postcard** home to parents (include with other school mailings, if possible) — last chance for namestamping and/or yearbook (spring-delivery schools), upcoming price increases, etc.



JAN. 18 Send out **all-call** to parents (last chance or some sense or urgency) — when, where and how to buy

JAN. 25 PEP EMAIL 9

FEB. 1 Guerrilla Marketing: Create or download **candy bag tags** to prepare for Feb. 14

FEB. 8 Set up **sales tables** at parent-teacher conferences, plays, musicals, sporting events, etc.

FEB. 14 Guerrilla Marketing: Sell bags of candy using **candy bag tags** to raise money for your yearbook program and promote the yearbook. A free template can be found at walsworthyearbooks.com/marketing.

FEB. 14 Social Media: Post a **Valentine's Day meme** — “We just click!”

FEB. 14 PEP EMAIL 10

FEB. 23 Social Media: Buy a yearbook!



MARCH 6 Social Media: Buy a yearbook!

MARCH 8 PEP EMAIL 11

MARCH 17 Social Media: Post a **St. Patrick's Day meme** — “Memories aren’t just for the lucky — buy your yearbook before it’s too late!”

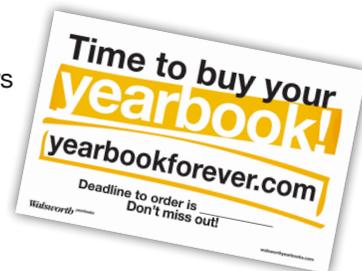


MARCH 20 Guerrilla Marketing: It’s the end of the year, which means students are spending a lot of time looking at clocks. Hang up some posters or banners by **clocks** to remind students they still have time to buy a yearbook. Free template can be found at walsworthyyearbooks.com/marketing

MARCH 27 Social Media: Buy a yearbook!

MARCH 29 PEP EMAIL 12

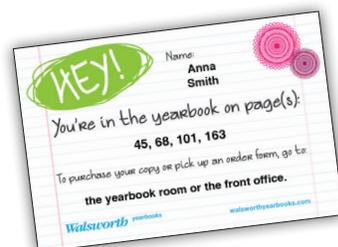
THROUGHOUT APRIL Create videos, emails and/or fliers targeted to specific **sports teams and organizations** that happened in the spring. **Give teasers** of what you will be including in the yearbook.



THROUGHOUT APRIL Set up **sales tables** at end of year banquets, graduation and sporting events.

APRIL 5

Guerrilla Marketing: Pass out **“You’re in the Yearbook” slips** to students to let them know what pages they will appear on in the yearbook. It will get everyone excited to see the yearbook soon, and hopefully get a few more orders in before sales end. A free template can be found at walsworthyyearbooks.com/marketing



APRIL 12 Send Buy a Yearbook postcard home to parents — **Last Chance** to buy!

APRIL 17 Social Media: Buy a yearbook!

APRIL 19 PEP EMAIL 13

MAY 3 Consider sending an email to parents about **distribution day**. Contact your Walsworth rep to coordinate how to do this.

MAY 8 Social Media: Buy a yearbook!

MAY 10 PEP EMAIL 14

