



Marketing Menu

Marketing is making people want to buy something and getting them to purchase it. Walsworth wants to help you with your yearbook marketing.

Pick at least six types of marketing from the list below that you think will work at your school to sell yearbooks and/or ads. Keep this form to stay organized throughout the year and give a copy to your yearbook rep. Visit walsworthyearbooks.com/pick6 for more help, including templates and tricks to make marketing work for you.

Your name _____ Rep name _____

Adviser name _____

School name _____

City _____ State/ZIP _____

Guerrilla Marketing: These are the unconventional ways to get your message to the people who will buy the yearbook. There are countless ways to do guerrilla marketing, but here are a few ideas:

Item	Dates to Use	Dates to Use	Dates to Use	Dates to Use
Clock banners				
Yard signs				
Photo booths				
Vending machine labels				
Theme weeks				
Bathroom stall signs				
Fake notes				
Parking tickets				
Sidewalk chalk				
Charity day donations				

Parent Email Program (PEP): Statistics show that emails are effective at reaching adults. Sign up for the program, provide your email list, and Walsworth will email parents with the details on how and where to purchase, including a link to your online sales form.

Item	Date
Sign up for PEP program	

- Web Banners:** Advertise where parents go most. Work with your school’s website administrator to place a banner on your school website that lets parents know that yearbooks and/or ads are on sale. If you are using online sales, this banner would link directly to your order form on yearbookforever.com.
- All-calls:** Use your school’s phone messaging system to tell parents when and how to purchase. Keep it short: limit your message to 20 seconds or less. This is a great way to reach parents who may not use email.
- Registration/Back-to-school events:** Get a jump start on yearbook sales by allowing parents to order during the registration process. Somehow, usually by strategic positioning of a sales table, make it impossible for parents to complete registration without knowing the book is for sale.

Item	Dates to Use	Dates to Use	Dates to Use	Dates to Use
List yearbook on fee sheet				
Set up sales table				
Hand out ordering information				
Coordinate with clubs and organizations				
Promote yearbook in school newsletter or E-newsletter				
Prepare phone scripts/fliers for front office				

- Social media (Facebook/Twitter/Pinterest/Instagram):** Parents and students visit these sites every day. Use them to promote your yearbook message!

Item	Dates to Use	Dates to Use	Dates to Use	Dates to Use
Create a page for the yearbook and see how many “Likes” you can get.				
Fun promotions				
Contests				
Surveys				
Sneak-peeks				
Pinterest can even be used as an idea generator				

Sales Tables: Set a table up in the cafeteria or other high traffic area for a week. Also, identify the school events most highly attended by parents and set up a sales table to sell and promote the yearbook. Make yearbook visible!

- Have samples of your last year's book.
- Hand out ordering information.
- Be prepared to accept payments for the book.

Sales table date 1	Sales table date 2	Sales table date 3

Mailings Home/Customized Marketing: Use actual photos from your school, school colors and the school mascot on fliers and postcards you send to parents. Parents react to photos of students they recognize. Walsworth can help by creating the items for you.

Item	Dates to Use	Dates to Use	Dates to Use	Dates to Use
Fliers (with order form)				
Postcards				
Yearbook order cards				
Vertical vinyl banners				

Videos: Have your staff create a funny video about the yearbook and watch the yearbook message spread. Don't worry about making the video perfect, the funny ones are more likely to get shared.

Item	Date	Date	Date
Play during daily announcements			
Post to Facebook			
Tweet on Twitter			
Pin on Pinterest			
Post to YouTube			

Cultural Marketing: Speak directly to your bilingual parents with a yearbook message that explains what a yearbook is and how it celebrates their child's accomplishments. If your school has 20%+ non-English speaking enrollment, you should be spreading the yearbook sales information in both English and that language. Walsworth can help with customized fliers, postcards and banners in English and Spanish.

Item	Dates to Use	Dates to Use	Dates to Use	Dates to Use
Fliers				
Postcards				
Email				
Vertical vinyl banner				
All-call message				