



Buy a Yearbook

Deluxe Package

\$54.45

One Yearbook, Namestamp with one line of text and three icons and one Clear Book Protector

Basic Package

\$46.05

One Yearbook, Namestamp with one line of text and one icon, and one Clear Book Protector

Yearbook

\$31.25

Yearbook Only

GET THE MOST OUT OF SCHOOL STORE COUPON CODES

Whether you want to provide special event or holiday discounts, or gift yearbooks to your staff or a select group of students, the new online coupon code feature allows you to offer something special to purchasers to help you boost your bottom line.

There are numerous ways you can leverage this promotional tool as well as numerous things you must keep in mind when doing so.

COUPON CODES

Offer special discounts on yearbooks and ads by setting up coupon codes.

Codes can be set to start and expire on certain dates, and can be activated or deactivated at any time. By integrating coupon codes into your marketing and sales plan throughout the school year, you can incentivize customers to purchase within a set time frame. The Sales Summary Report will show which codes were used and how many discounts were taken.

SETUP

Under Marketing Central in Members Only, you'll see "Online Coupon Codes." That link will take you to the coupon codes page, where you can create new and manage existing codes.

Online Coupon Codes

Create and track promotional discounts.

[New coupon](#)

[Sales Summary Report >](#)
See the financial impact of your coupons

You have no coupons.

When you create a new coupon, you can customize your code up to 24 characters. Remember, codes are case sensitive and cannot include spaces. An effective code is eye-catching and easy for customers to remember, so be sure to select a memorable name that aligns with your promotion.

New coupon

Code: 0 / 24 max
Make your code short and easy to remember (e.g., Seniors1).

Apply to: Yearbooks

Discount: ▼

Add date range

* Required Cancel

You can add a specific date range to the discount you're offering by checking "Add date range." This can be used for special temporary sales or even tiered pricing. For tiered-pricing usage, keep in mind you have the chance to give the impression of a discount opportunity rather than a price increase. Just make sure you set your online sales accordingly and that you never price your yearbook below what you must make on it.

New coupon

Code: 10 / 24 max
Make your code short and easy to remember (e.g., Seniors1).

Apply to: Yearbooks

Discount: ▼

Add date range

Start date: *

End date: *

* Required Cancel

This code is active.

Don't share this code until you want it used.

MAINTENANCE

All coupons you create can be found from the main Online Coupon Codes page. You can edit your coupon (the code itself, the date range, the amount, etc.) until it becomes active. Once the code has been activated, no edits can be made but you can end/deactivate codes at any time.

You can set up and activate as many codes as you like at a given time. However, buyers may apply only one coupon code per order. If a buyer wishes to purchase multiple books or ads and use the coupon on each one, they will have to place separate orders for each.



The screenshot shows a web interface titled "Online Coupon Codes" with the subtitle "Create and track promotional discounts." On the left, there is a blue button labeled "New coupon". To the right, there is a table listing two active coupons:

Coupon Code	Discount	Used	Status	Action
Staff	\$10 off Yearbooks	Used: 0	Active	Deactivate
Yearbook19	\$5 off Yearbooks 5/24 - 5/31	Used: 0	Active	Deactivate

IDEAS FOR COUPON USE

Once you're ready to roll with creating and managing your coupons, you can begin brainstorming ways to use them throughout the year. Consider special promotional opportunities, such as holidays, spirit week, events unique to your school or community, etc. We'll get the brainstorming started:

Group discount — Maybe you want to give the seniors a special discount or provide your yearbook staff with the chance to get half-price or free books. You can do all of this easily with online sales coupon codes. Create the code, do any necessary math to determine the discount amount, specify the date range and distribute the code accordingly.

Holiday sales — There are the usual suspects: Cyber Monday, Black Friday, the holiday season (Nov. – Dec.), day after Christmas Day (Boxing Day). These dates are a good chance to get in on the national sales action by offering a one-day, week- or even month-long yearbook or ad sales promotion of your own.

Then, there are the more unique events and holidays, such as National Yearbook Week, your school's spirit week, a sport team advancing to state, homecoming, etc. Identify which holidays, event and sales dates align with your school and yearbook program, and incorporate them to make your sales and marketing plan all the more effective.

In all of these instances, you can offer a dollar amount off books, cover the cost of yearbook options, give a percentage discount on ads, etc.

Yearbook Option discounts — If you want to provide a special discount on any of the “extras,” you can create a unique coupon to counter the added cost of any of the yearbook options you offer (namestamp, iTags, protective cover, etc.). This could be a great incentive for a time-sensitive promotion, such as “buy your book by Nov. 1, get it personalized for free” or “receive a bonus protective cover.”

Tiered pricing — In Online Sales, you can have up to three price changes in a given school year. Each price increase occurs over a specified time period. An alternative to this is to use coupon codes to discount your end price.

For example, if your book’s highest price will be \$80, you might do two price increases throughout the school year, first offering the book for \$60, then \$75. Instead of price increases in your sales, you can set your price at \$80 and then create two coupons; the first coupon will discount the book \$20 for a given time period and the second, for \$10 for the subsequent period. It’s a roundabout way to do tiered pricing, but the advantage is a more enticing marketing opportunity (i.e. “get \$20 off your book through Oct. 31” versus “price increases \$10 on Nov. 1”).

SHARING YOUR COUPONS

How you market your coupon codes could make or break the promotion. The route you take to get the word out will depend on whether the coupon code is a universal code for the entire school or if it is for only a select group of people. Be mindful about how you share group codes and special discounts if they aren’t intended for the masses.

Think about all the ways you advertise your book and ad sales, and make a list of them. While you’re going through the list, check and see if you can use any of these ways to also promote your coupon codes. Chances are you will!

One of the best places to start is by requesting customized marketing pieces that advertise your coupon code. This could be posters, fliers or even event cards. If you are distributing the codes to only a select group of students — for example, only the seniors — passing out a flier to the class or sending one home to their parents may be the best route. However, if the code is universal to the school, you may want to hang up posters in the hallway, advertise on your social media accounts and on the morning/afternoon announcements.

Another great way to get the word out about coupon codes is by sending an email to the group of students/parents for whom the code is intended. The main office at the school should have a database of email addresses. Ask them if they will share them with you so you can advertise this great sale. If, for some reason, they won’t share the email addresses with you, make sure to ask them if they could send out an email on behalf of the yearbook staff, letting parents know about the coupon. Email is still, by far, the most effective route to reach parents.

For more marketing ideas and to request customized marketing, please visit walsworthyearbooks.com/marketing.

KEEP IN MIND

But it's not all rainbows and sunshine and discounted yearbooks and ads. Here are a few things to keep in mind that will help you successfully implement online coupons this school year:

- **Never price or discount your book lower than what you HAVE to make on it.** This is the most important part of yearbook sales and marketing. You have to make sure you are profitable and never go into the hole.
- When you create a code for a specific group of students, be aware that the code can be used by anybody. They are not unique, one-time use codes, so there is no way to track who uses them until a sale is processed. That said, be conscientious about how you share group codes and special discounts if they aren't intended for the masses, and do monitor their use as orders are placed. You're able to see how many times a code is used and you can always set a date range on these to help prevent them from being shared and misused.