

TIMELY TIPS

Marketing

Spooktacular Sales: Creating a Halloween Yearbook Sales Campaign

OBJECTIVE

Students will develop and present a Halloween-themed yearbook sales campaign designed to reach specific non-buyer audiences through targeted segments and promotional methods.

MATERIALS NEEDED

- Laptops or tablets
- Access to Canva, Adobe Express or other design tools
- [QR code](#) linking to your school store on [yearbookforever.com](#)
- Paper, markers and basic craft supplies
- Optional: bags and small treats (for candy giveaway bags)

PART 1

INTRODUCTION (10 MINUTES)

Begin by discussing how **holidays and cultural moments create natural opportunities for marketing**. Show examples of seasonal promotions (school events, major brands or past yearbook campaigns).

Ask the class:

- Why do holiday themes make promotions more engaging?
- How could we connect Halloween excitement to our yearbook messaging?

Introduce the concept: The staff will create a Halloween-themed sales campaign, with each group responsible for a different promotional approach targeting specific audiences.

PART 2

GROUP PLANNING (15 MINUTES)

Divide students into 3-4 small teams, each focused on one outreach area:

1. **Group 1: In-School Promotions** – Posters, flyers, candy bag handouts or lunch-table displays.
2. **Group 2: Off-Campus Promotions** – Write a spooky-fun parent email, mailer or school newsletter blurb to remind families to order.
3. **Group 3: Social Media Marketing** – Create themed posts, Reels/TikToks or stories using Halloween colors, puns or countdowns.
4. **Group 4 (optional): Sales Incentive Team** – Design a special Halloween-only coupon (for example, “BOO10” for 10% off through Oct. 31) and plan how to announce it.

Each group should determine their audience, message/tone (spooky, pun-based, funny, urgent, etc.), key call-to-action (e.g., “Order by Halloween to save!”) and any visuals or materials needed.

PART 3

CAMPAIGN CREATION (25 MINUTES)

Each small group will work together to produce their promotional materials. Encourage a mix of digital and physical elements. Students might:

- Design a set of three Instagram posts or a Reel/TikTok
- Create a flyer with a QR code and coupon code
- Fill small treat bags with “Order your yearbook!” tags
- Write a catchy email subject line and short paragraph for parents

Encourage students to collaborate to keep campaign name, sales link, coupon code and visual style cohesive across all created materials.

PART 4

WRAP UP & NEXT STEPS (10 MINUTES)

Each group presents its promotional concept and materials to the class. Discuss as a team:

- Which tactics feel most effective for our audience?
- Could we combine any ideas for a more branded campaign?
- What’s our launch plan (timeline, posting schedule, distribution)?

Optional Extension (next class or homework): After presenting, decide which pieces to polish for distribution. Distribute, then track how they perform and reflect on which materials worked best.