

TIMELY TIPS

Marketing

Maximizing School Store Coupon Codes

OBJECTIVE

Students will be able to create and implement a coupon code promotion for their yearbook sales by learning how to manage and market digital coupon codes effectively.

MATERIALS NEEDED

- **Get the Most Out of School Store Coupon Codes eBook**
- Access to Yearbook 360
- Whiteboard or presentation slides
- Sample coupon campaign worksheet
- Computers or tablets for group planning

PART 1

INTRODUCTION (10 MINUTES)

Explain that marketing isn't just about selling—it's about strategy and timing. Introduce the idea that coupon codes can be powerful tools for promoting yearbook sales when used creatively and responsibly.

Ask the class:

- What motivates you to buy something on sale?
- How do special offers influence your decision to purchase?

Introduce the concept: The staff will create a coupon code promotion for Cyber Monday through Yearbook 360 and will market this leading up to the sale.

PART 2

GROUP PLANNING (15 MINUTES)

Use highlights from the Walsworth eBook to teach key concepts:

1. **Coupon Setup:** Walkthrough in Yearbook 360 of how to create a coupon code.
2. **Marketing Strategy:** Use coupon codes for limited-time offers. Make codes memorable and relevant such as **CYBERBOOK25**.
3. **Cyber Monday Focus:** Emphasize the importance of timing and digital reach. Cyber Monday offers the perfect moment to create a sense of urgency.

Explain that the same principles apply to yearbook marketing — urgency, exclusivity and timing. Without a promotion plan, your campaign won't reach your intended audience.

PART 3

CAMPAIGN CREATION (25 MINUTES)

Divide students into teams. Each team will design their own Cyber Monday coupon campaign using these prompts:

- **Coupon Code:** Create a short, memorable code (no spaces).
- **Offer Details:** What's the discount (e.g., \$10 off, 15% off, free personalization)?
- **Promotion Duration:** Set a start and end date (24–48 hours).
- **Marketing Channels:** Choose how to promote your code to your audience.

Groups share their campaigns with the class. Discuss which strategies feel most effective and why.

PART 4

WRAP UP & NEXT STEPS (10 MINUTES)

Evaluate each group's campaign presentation using a rubric with criteria:

- Creativity and originality of promotion
- Correct coupon structure and realistic pricing
- Marketing clarity (message, visuals, audience targeting)

Optional Extension (next class or homework): Have students design real digital assets (graphics, social media posts or emails) for their campaign.