

BOOK SALES

PROMO IDEAS

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Next level ▶ Understand the steps of promotion.

Fliers and posters

- ▶ Place posters and fliers around school, in restrooms, on lockers, in the library, gym and office. Hang more in the community at banks, post offices, grocery stores, the mall and fast food hangouts. Post fliers on bulletin boards and where posters would be too big.

Signs and banners

- ▶ Put signs and banners on the school's main entrance.

Outdoor promotions

- ▶ Use foam cups to spell a word in a chain-link fence. Write on the parking lot with sidewalk chalk.

Top 10

- ▶ Create a "Top 10 reasons to buy a yearbook" poster campaign or video.

T-shirts

- ▶ Create staff shirts for the first day of yearbook sales.

Social media

- ▶ Does your principal tweet? Is your athletic booster club on Facebook? Ask them to post reminders.

Sneak peek

- ▶ Set up an Instagram for your yearbook and publish sneak peeks of content.

EVENT-BASED STRATEGIES

Make it a special event. Create a sense of urgency.

If students know the yearbook is on sale for a limited time, it will become a priority purchase.

Set up tables at popular events.

Instead of trying to make sales

at these events, consider posting

purchase lists for parents to confirm

their student's order. Give

parents order forms.

Build interest with photos

- ▶ Use photos you've taken so students can see if their picture made the cut.

Photo slideshow

- ▶ Create a slideshow to kick-off sales. Park a projector in the cafeteria and show off your best photos.

Fun video

- ▶ Create a YouTube video. There are great examples already online.

On the airwaves

- ▶ Grab attention through school announcements, radio or TV promos.

Website

- ▶ Post all sales information on the school's website. Include the Yearbook Order Center link.

Direct to parents

- ▶ Send eBlasts or phone blasts to parents with sale details. Ask your rep about Sales Assist — it does the work for you.

Letters

- ▶ Find free pre-designed templates, stationary and envelopes at LearnYBK.com.

Open house

- ▶ Sell yearbooks at open house and parent nights throughout the year.

Ads in programs

- ▶ Consider placing a yearbook order form as an insert in sporting event programs and playbills.

Newsletters

- ▶ Place ads for yearbook sales in parent or corporation newsletters.

Buyers club

- ▶ Publish a list of people who have purchased a book. Then hang signs around the school asking, "Are you on the list?"

Collaborate with clubs

- ▶ Team up with another class or organization to help promote sales.

Last chance postcards

- ▶ Mail them to students who have not purchased a yearbook so parents know the details of the final sale.

MORE ONLINE

Watch

"10 Top Tips

for Yearbook

Marketing" from

our Yearbook

Academy video

series online:

herff.me/

top-10-tips.

Skill-builder

PHONE-A-THON

Inspire students to buy a yearbook.

- ▶ Choose a night or two to get the whole staff together after school, preferably near the end of your book-sales window.
- ▶ Print a non-buyer list from eBusiness with names, phone numbers and addresses.
- ▶ Write a phone script for staffers to use with parents. Go the extra step and run an index report so you can say, "John has not yet reserved a yearbook, but he's featured on pages 24, 112 and 137."
- ▶ Divide and conquer. If calls are unsuccessful, try contacting parents through social media (include a link to yearbookordercenter.com) or by writing notes and mailing them.
- ▶ Make sure to keep an eye on how many books are sold by entering them into eBusiness immediately. Depending on when you do this, your print quantity may already be set. Remember, don't over-sell!