

# BOOK SALES CAMPAIGN IDEAS

## Generate interest with parents

### Mail home flyer

- Flyers (order forms) should arrive at students' homes during the first week of the campaign. You can order marketing flyers or collection envelopes through me.

### All call home to parents

- Send the following **phone/e-mail/newsletter** message out to the entire school during the promotion week. "Attention **SCHOOL NAME** parents. This is **ADVISER NAME**, the yearbook adviser. We are excited about the 2018 yearbook and have been working hard to include all of the great stories and students of **SCHOOL NAME**. We will soon be finalizing the number of books that we will be ordering, but there is still time to order your yearbook if you have not already done so. From **XXXX - XXXX** the yearbook will be on sale for **\$XX**. You can place your order online at **YOURSCHOOLNAMEyearbook.com** or with our school bookkeeper. Don't miss out on your last chance to guarantee a 2018 yearbook for your child. If you have already purchased a book, THANK YOU! This year's book is one you won't want to miss!"

### E-mail promotion

- If you have an e-mail list, send parents a promotional e-mail. It is best if this e-mail is sent from the principal promoting the value of the yearbook to the students and community.

### Hang banner/poster

- Display a yearbook banner/poster inside or just outside the school for the two weeks of the campaign so it is visible to parents.

## Generate interest among the students

### Posters

- Hang the posters found in the Pictavo Yearbook Kit as well as create your own fun and engaging posters.
- Be sure to create some for high traffic areas such as bathroom stalls. Keep them up for both weeks of the campaign.

### Daily announcements

- Create fun and interesting announcements that get students excited to buy a book. Run these during both weeks of the campaign.

### Change the wallpaper on computers for the week

- When students log in, set their wallpaper to remind them to buy a book at **YOURSCHOOLNAMEyearbook.com**.

### Social media

- Post a different message each day of the promotion week on your staff's social media page. Include fun reasons why students should buy the book. Consider posting pictures that will be in the book to generate interest.

### Texting

- Have each student text 20 of their friends, reminding them to buy a yearbook at **YOURSCHOOLNAMEyearbook.com**.

### Wrap up

- **Enter sales into Pictavo** - Under the Dashboard button in Pictavo, click on "Sales" and then click "Manage Sales".
- **Update sales goal poster** - Make sure poster is hung near the ladder and stress the importance of making the goal.
- **Celebrate** - Celebrate the success of the sales campaign just as much as you would celebrate meeting a deadline.