

yearbook sales

marketing plan

DUFAULT
publishing



plan

The first step in yearbook sales is to make a plan. Your entire team should know the overall goals as well as their individual assignments.

Determine the following:

- **Goals and objectives**
- **Strategies for marketing to students**
- **Strategies for marketing to parents**
- **Themes and phrases**
- **Events and campaigns**
 - **Materials needed**
- **Timeline and deadlines**

Plan your timeline and deadlines around a 3-week objective. Use the first week to create awareness and advertise, then follow up with an emphasis on sales.

Commit to a strong group effort during those weeks and keep a strong momentum.

Determine how you will create hype and a sense of urgency to buy a yearbook. Consider early bird incentives and contests.

Advertise how many times individual students appear in the book to peak curiosity and the urge to buy.



advertise

Market to Parents

Just remember, parents are busy and will need several reminders. Try the following:

- **Send home order forms**
- **Send home or email a persuasive flier outlining the sentimental and historical value of the yearbook**
- **Prerecorded phone call to parents from the principal**
 - **Send multiple e-mails showing early bird buy dates with easy purchasing links and instructions**

*No need to create these materials or the messaging yourself. We have already done the work, making your job(a little) easier.

Market to Students

Here's where you get creative. This part will be face-to-face, direct marketing:

- **Hang posters around school (yes, even the bathroom)**
- **Daily announcements, and have fun with them**
 - **Social media and videos**
 - **Fun reminders on school computer wallpaper**
 - **Social media and texting**



complete, review & celebrate!

You did it!

While everything is still fresh, make a record of what worked well or what to change next time.

Wrap up your sales plan:

- **Enter sales into Pictavo: Dashboard > Sales > Manage Sales**
- **Update your sales goals poster**
Doesn't that feel good?

Final important steps:

- **Have a party**
- **Celebrate**
- **You did it!**

*Check out the Yearbook Guide section at DufaultPublishing.com for our complete library of Promote and Sell ideas and resources. Copy and paste messaging into your preferred advertising format. To order custom order forms with a mailing envelope or fliers, please contact Stacey at stacey@dufaultpublishing.com.