

How to Effectively Sell Books

Marketing the yearbook to students and parents is a no-brainer. Yet, staffs often wait until it is too late in the year to begin messaging to them to buy. Waiting until you submit pages in March to market the book to the community does not allow you to accurately gauge interest. Waiting until March or later to market the book also leaves a small window for buyers to remember to purchase their books, leaving crying students and irate parents at the end of the year.

MARKET EARLY AND OFTEN

Start selling yearbooks before school begins to give potential buyers time to buy their book. If possible, include a yearbook order form with school registration forms that are mailed to all students. Alternatively, table during schedule pick-ups or other before school community events at the school.

Consider using BuyTheYearbook.com, Pictavo's online marketplace, to sell yearbooks and other upgrades. All purchases through Buy The Yearbook are automatically reflected in your sales in Pictavo. Including an online option to buy the yearbook is a critical component of reaching your entire audience. Our research shows purchasers are more likely to buy if they can use a credit card.

Use the sales posters in the Kit to market the book around your school. If you decide to use Buy The Yearbook, Pictavo also offers a Premium Sales Suite specifically for Buy The Yearbook users for an additional cost. These items include yard signs, horizontal vinyl banners and other standout sales tools all that direct purchasers to the website. Quantities of these items are limited, so please contact your representative early if you want additional copies of the sales posters or to purchase products from our premium suite.

MARKETING AND INCENTIVE STRATEGIES

To help buyers feel some sense of urgency for a product that delivers around the end of the school year, its best to use a combination of marketing and incentive strategies.

SET TIERED PRICING.

- To motivate buyers to want to purchase at the beginning of the school year, develop a tiered pricing strategy. First, divide the first semester into three separate selling periods. The first period should be marketed as a savings of the "official" price of the book. As you move into a new selling period, the price of the book increases.

SELL UPGRADES.

- An additional motivation for buyers can be specific upgrades, like a personalized yearbook. If you decide to sell personalized yearbooks, set the deadline for the end of the second selling period to give buyers a reason to purchase.

MARKET DIRECTLY TO POTENTIAL BUYERS.

- Throughout the year, check your Coverage Report and Sales Report to see who has been covered in the yearbook but hasn't purchased. Send targeted marketing to them, telling them which pages they are on.
- Near the end of your selling periods, market directly to specific classes. Near the final selling period, market directly to the graduating class.

CREATE A BOOK FOR THE WHOLE COMMUNITY.

- While making sure the graduating class is pictured and included is important, this book is not only for and about them. This book is about the year of every student at the school. Making a book that includes all grades, academic levels and sports equally is an important way to boost sales. If students do not see themselves or their friends represented, then they are not going to buy. It's as simple as that.