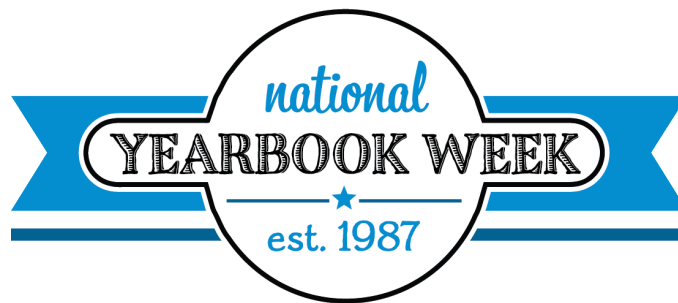


LET'S SELL Yearbooks



National Yearbook Week is a great time to start your yearbook sales campaign! Run a special during the week or advertise an early bird discount through the month of October. The key is to create excitement around purchasing the yearbook.

4 EASY STEPS TO A SUCCESSFUL SALES CAMPAIGN

1

ORGANIZE a marketing team within your yearbook staff to promote the yearbook over the course of several weeks.

Offer an early bird discount to generate sales orders.

2

Create a **BUZZ** in the school by displaying the enclosed posters, running video advertisements and having the yearbook staff post to social media daily throughout the sales campaign.

3

Send an **EMAIL** to all parents regarding the book sale; include your online ordering information.

4

CELEBRATE the success of your book sale campaign just as much as you would celebrate hitting a deadline!