



MERCHANDISING MARKETING YOUR YEARBOOK

HELPFUL TIPS TO PROMOTE YOUR YEARBOOK SALE

- School/community posters — place them at school in restrooms, lockers, library, gym and office; place in community at banks, post office(s), grocery stores, the mall, fast food hangouts and especially in the store windows of yearbook advertisers
- Principal or activity parent newsletter
- School radio or TV promotions
- Teasers in school before sale
- Fliers in halls, mailboxes, lockers or on local pizza delivery boxes
- Telemarketing after initial campaign
- “Don’t Forget” Card with a piece of string attached
- Channel One Ads — Top 10 reasons to buy a yearbook
- PA announcements. Use music — make them interesting
- News releases in local newspapers, on radio or TV
- Ads in the school newspaper
- School sign boards
- Soft drink can stickers. Use “crack & peel” paper
- Balloons during passing periods and after school
- Banners on the front or main entrance to the school
- Slide show to kick off sales
- Sidewalk chalking
- Staff shirts on day of kick-off
- Ads in football or basketball program. Inserts work well
- Letters to parents — Herff Jones has pre-designed ones available. Ask your Sales Representative for details
- Increase price after initial campaign to encourage early subscriptions. Follow-up postcards to remind parents that it’s not too late to order yearbooks
- Order postcards for students to complete; then invoice parents for these orders
- “Sneak Peak of the Week” — display posters in school with photos from yearbook!

Sources for this article include the Gettysburg Yearbook Experience notebook

SALES SUCCESS STORY

When I inherited the yearbook, I was determined to meet two sales goals: 1) all pre-distribution sales would take place the first two weeks of school, and 2) sales would double.

I met the first goal. Parents were notified of the sales policy through the PTSA newsletter and the ‘welcome back’ letter, where the cost of the yearbook was a line item on the fees for the school year along with locker fees, class dues, subscriptions, etc. Staff members posted notices all over the school, especially on the bathroom stall doors! During our 10-day sales period, the yearbook sales information was read during the morning announcements. Lastly, only a few extra copies of the book were ordered to train parents and students that yearbooks HAVE to be ordered at the beginning of the school year.

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I worked toward the second goal by printing an ad for the yearbook in the yearbook and entering our book in every competition possible. Everyone loves a winner! The second year of my advisership the yearbook won many awards, so we published this information in our ad and colophon. Now, our school population is very proud of their 'award-winning yearbook.' Before my tenure as yearbook adviser, yearbooks were sold to about 35 percent of the student body. This year, our business ad and senior ad sales have doubled, and we sold books to more than 60 percent of the student body. We're almost there!

Contributed by:
Mary Ann Miklos, yearbook adviser
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WANTED

Post "Wanted posters" of students who have yet to order yearbooks! "We put them up all over the school and the kids pictured have been coming in with their 'wanted poster' and their form. It's been great."

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