

LET THEM KNOW...

Be creative and demand their attention

In order for students to get excited about and care about the yearbook, they need to be convinced of its relevance and reminded of its presence constantly. It shouldn't take long after walking through the front doors of the school to see that the yearbook exists, is being created and, most importantly, is on sale NOW. Visuals are invaluable when it comes to marketing — think posters, fliers or banners (all of which most yearbook companies have available for staffs, and now you, to use to promote the yearbook.)

Using pre-designed marketing materials can be a fun and convenient option to promote the yearbook. From posters, banners, fliers and stationary, your limits are few to how you spread the word. But you can do even more beyond the marketing materials. You or the yearbook staff can get creative and design your own posters or fliers — featuring things that only you know will get your fellow students' attention and elicit action — the actual purchasing of a yearbook.

The key to really getting the message out is to let it be known through as many sources as possible. Take advantage of your school's announcements or broadcast system. Have a message there. Use yard signs, available through Herff Jones, to have the message outside of the building. Send automated phone calls or eBlasts home to parents. Think of all the ways a message could be effectively communicated and use them to announce anything pertinent to the yearbook. Advertise that it's on sale and where/how to buy it. Announce events like distribution day to sell the last few copies. Advertise a fundraising event or special sale that may be going on.

- Put posters up in high-traffic areas around campus such as the quad, cafeteria, gyms, front office and hallways. Change the posters often to maintain interest and attention levels. Make use of the variety of posters available in addition to ones made by the yearbook staff.
- The sales stationery, which is available to yearbook customers at no charge, is a great way to get all the yearbook sales information on one sheet of paper to be mailed or handed out when parents are on campus. Don't rely on students carrying the sales flier home if given to them at school.
- School-wide media broadcasts are a high-impact way to get the attention of the student audience. Many yearbook staffs are using fun, entertaining video presentations to not only get the word out about yearbook sales, but to reinforce the long-range value of having a yearbook.
- Make use of any kind of announcement opportunities, including everything from the daily bulletin to skit performances at rallies and assemblies.
- Prior to each sales event, consider placing fliers in lockers or car windshields to serve as reminders and generate interest.

Constant reminders can be effective in selling the yearbook — posters, fliers, banners, announcements, broadcasts, phone calls... there are so many possibilities! You must use the resources available to you in order to make successful sales. Take these resources you have to effectively communicate with your audience (potential buyers), and then get creative and change them up. Keep them fresh and informative to see excellent results.

