

# SET THE DATE...

## *Plan your sales around the calendar*

When it comes to selling the yearbook, many marketing techniques come into play. For instance, it's important to take into consideration the dates that you sell the yearbook. The majority of purchasers are the students' parents. So plan to sell during events that parents are sure to attend — open house, home football games, homecoming etc. Advertise and promote the sales beforehand so the parents are well aware of the date the yearbooks are being sold, where they are being sold, for how much and what forms of payment are being accepted. You could do this by sending an automated phone call home, sending out an eBlast or posting to social media.

Because there are only certain events that attract parents to the school, these types of sales should typically be short and focused on a sense of urgency to render ideal results. If parents are told the yearbook is a certain price for a limited period of time, perhaps through the next week, they are more likely to buy right then and there.

Parents, especially those of seniors, have many expenses for their students throughout the school year, so they will appreciate knowing about the sales events well in advance as well as the ease of the entire process. Just as you target specific students based on grade levels, take advantage of events where parents will be and target them as buyers.

- While the yearbook staff wants to get books sold as early in the school year as possible to stay on budget, remember that families have many other expenses associated with the start of a new school year. Consider a date between the start of the school year and the start of winter break.
- Campus events that draw large numbers of parents to campus can be a strategic time for book sales. Be sure to publicize in advance so parents know to bring cash, checks or credit cards, depending on methods of payment accepted.
- Sale dates before holidays can be used to promote the idea that a yearbook (or yearbook gift certificate) could be a great gift idea. Grandparents or other relatives often see the yearbook as a gift that will always be kept and appreciated.
- Thinking about parent paydays — start of the month, middle of the month or end of the month — is something to consider to help families make buying the yearbook less of a financial burden.
- If the yearbook staff has done a good job of promoting and publicizing the yearbook sale and its specific dates, then be sure to adhere to those dates. Otherwise purchasers will feel like the dates don't really matter — and they'll believe they can buy at the previous prices if they just ask.

Make parents aware that the yearbook is on sale before it's too late. Be present at events they attend and reach out to them with the opportunity to purchase a yearbook for their son/daughter right then, so they have one less thing to worry about. The yearbook sales at these events will be much more successful if parents know all the details beforehand. Be ahead of the game by being prepared.