

YEARBOOK MARKETING IDEAS

PICTURES

We challenge the students through social media to take a selfie with either the tiger or one of the CHS Staff. The first five to take a selfie and tag CHS Yearbook get a discount on the yearbook.

SIDEWALK CHALKING

Make a sign on the driveway in front of the school advertising the yearbook. That way we can inform not only the students, but teachers and parents.

“SNEAK PEAK OF THE WEEK”

Display posters in school with photos from yearbook!

WANTED POSTERS

Target students who have not bought their yearbook or senior ad yet and make a poster with their picture on it. **Make sure that the student is okay with being called out**

GOLDEN TICKET

We sell candy bars for \$1 each and for every 100 or so regular candy bars with no ticket there will be one with a candy bar with a golden ticket and with that golden ticket they get a huge discount or something along those lines.

SANTA CANDY CANES

Have Santa pass out candy canes with a discount tag on each and to win a candy cane/ discount the student has to sing a holiday jingle or anything else holiday related (make sure we include other winter holidays, don't limit to Christmas stuff) Could also be done in Spring with the chicken dance and Russell in his bunny onesie.

RANDOM HASHTAG CHOOSING

Choose a student at random that used the yearbook hashtag and they win a discount or prize.

UNOFFICIAL HOLIDAYS

Use unofficial holidays to have themed days. For example, on National Bacon Day we cook bacon and if the students have their receipts they get some bacon.

“You're Bacon me crazy.... buy a yearbook already!”

MINUTE TO WIN-IT GAMES

Have a game in the commons early in the morning. The winners get a prize or a small discount.

BOBBING POND SIGN

Get a sign made up and put together that promotes yearbook. It wouldn't have anything specific like prices so that it could stay in the pond for a while. We could also have a dummy on a boat holding up the sign.

FENCE SIGN WITH CUPS

Spell out something in the fence advertising the yearbook

SPINNER SIGN

At parent pick up have students twirling sign

