

# book sales **BLITZ**



## Week Three: Oct. 19-23

### Create urgency to drive book (or ad) sales

#### MONDAY, OCT. 19: COUNTDOWN KICKOFF

**Activity:** Post a countdown graphic or reel showing how many days are left to buy at the current price (or before the deadline).

**Social caption idea:** The clock is ticking — only 5 days left to lock in your yearbook at this price! Don't wait, order today. **#VarsityBookSalesBlitz #VarsityYearbook**

#### TUESDAY, OCT. 20: TREND TUESDAY

**Activity:** Find an appropriate trending sound on Instagram or TikTok. Create a post that follows the trend while also promoting your book or ad sales.

**Social caption idea:** We put our own spin on the latest trend... but the message is clear — buy your yearbook now before it's too late! **#VarsityBookSalesBlitz #VarsityYearbook**

#### WEDNESDAY, OCT. 21: WINNING WEDNESDAY

**Activity:** Post grade or homeroom standings with who has bought the most yearbooks. Create a sense of competition to encourage others to buy a yearbook.

**Social caption idea:** Freshmen are in the lead. Sophomores can you catch up? Buy today to boost your grade using the link in our bio. **#VarsityBookSalesBlitz #VarsityYearbook**

#### THURSDAY, OCT. 22: SALES STATION

**Activity:** Set up an outreach table or bulletin board in your school. List out students who haven't bought a yearbook as a reminder. Take photos while at your booth and post your setup on social media.

**Social caption idea:** Find us at our sales station today! Check the list, buy your book, and secure your copy before time runs out. **#VarsityBookSalesBlitz #VarsityYearbook**

#### FRIDAY, OCT. 23: FINAL CALL FRIDAY

**Activity:** Share a bold, urgent graphic (ex: "LAST DAY" or "Final Hours") reminding students it's the final day of this sales push.

**Social caption idea:** This is it — the final call! Today is your last chance to get your yearbook during the #VarsityBookSalesBlitz! Don't miss out! **#VarsityYearbook**