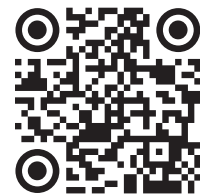


MORE WAYS TO PROMOTE

Keep families in the loop. Keep sales moving. Varsity Yearbook provides the tools to connect with families through automated, coverage-based and custom email programs.



SCAN NOW:
For even more info about all the ways you can promote through email see ybk.link/email-tools.

OVERVIEW	New addition		
	SALES ASSIST	SMART CAMPAIGN	SEND & SELL
	An automated email campaign sent to families on the school's full name list, using industry-standard timing and messaging	An automated email campaign sent to families after their student appears on a completed page*	A custom communication tool advisers can use to send messages for sales reminders, school updates and more
MAIN PURPOSE	Build awareness of yearbook and ad sales	Celebrate student coverage and encourage families to purchase	Support other adviser communication needs
RECIPIENT LIST	Families on your name list who have not purchased a yearbook or senior ad	Families whose students appear on pages with an updated submission status*	A custom audience based on the settings you choose
eDESIGN SALES ENROLLMENT	Online Sales with Emails	Online Sales or Online Sales with Emails	Any setting or none
EMAILS REQUIRED IN NAME LIST	✓	✓	✓
SENT FROM	Varsity Yearbook, on behalf of your school	Your school	Your school
SEND TIMING	One calendar for all schools	24 hours after submit;* reschedule or skip	Adviser decision
DROPS BUYERS	✓	✓	Manual school process
MESSAGE CUSTOMIZATION	Includes school name, job number and order link	Includes school name, featured student name and order link	Fully customizable text and images, with suggested text and headers provided
ADVISER INVOLVEMENT	● Upload your list and enroll. Emails send automatically.	●● Adjust global settings. Review before send, if desired.	●●● Choose recipients and customize messages.
DASHBOARD FOR EMAIL SALES	✗	✓	✗



*Smart Campaign emails are triggered when multi-deadline schools submit a page and single-deadline schools move a page to Presubmit.