

# YEARBOOK SALES GUIDE

## HOW TO INCREASE YEARBOOK SALES

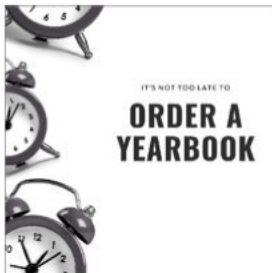
With all of life's distractions, it can take EIGHT or more contacts to remind parents to order their student's yearbook. On top of that, communication preferences vary, that's why we recommend multiple channels to promote your yearbook. This tip sheet outlines three of the most common methods to reach your school's parents.

### EMAIL MARKETING

Parents read emails from their child's school. Connect with your school's administrator to send yearbook promotional emails. Follow these tips:

- 1. CALL-TO-ACTION:** Be clear about what you want parents to do AND when you want them to do it. Create urgency with special "early-bird" pricing, last call alerts, or almost sold out notifications.
- 2. MAKE IT PERSONAL:** Show sneak peeks of the cover and interior pages. Parents will connect with the yearbook if they recognize their child and his/her classmates.
- 3. EYE-CATCHING GRAPHICS:** People generally don't read every word in an email anymore. Grab their attention with fun and interesting graphics.

**Ask about our "ready-to-send" emails and graphics!**



### SOCIAL MEDIA MARKETING

Most schools utilize social media as a way to engage with students, parents and the greater school community. Get to know the person at your school responsible for social media. Make it simple and provide content for each post.

- 1. CHANGE IT UP:** Use a variety of content for maximum engagement such as short videos, fun graphics and simple, plain text to grab attention quickly
- 2. USE ALL PLATFORMS:** Facebook, Instagram, Twitter, or maybe even TikTok? Where can you creatively show up online to create buzz around your yearbook?
- 3. SIMPLE IS BEST:** Don't lose important details! Avoid busy backgrounds and using decorative fonts that are difficult to read. Try dark backgrounds with light text or white backgrounds with dark text.

**Ask about our "mix and match" graphics and text!**

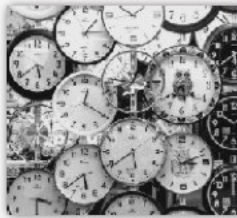
### TELEPHONE MESSAGING

Reach every parent at once. Automated phone calls are an effective way schools communicate with parents. Take the guesswork out of messaging by providing your school with a clear and concise script to include in their next informational call.

# YEARBOOK SALES GUIDE

## "READY-TO-SEND" EMAIL MARKETING

### STEP 1: CHOOSE A GRAPHIC



EH001



EH002



EH003



EH004



EH005



EH006

### STEP 2: CHOOSE A MESSAGE

#### Email #1

Dear Parent,

Don't wait to order your student's copy of the **(school name)** yearbook! Buy online now at **(website)**.

Yearbooks are on sale for just **\$(cost)**!

These are the days your student will want to remember forever.

**(School name)** Yearbook Staff

#### Email #2

Hello **(School name)**!

Have you purchased a yearbook yet?

We made it so easy for you to order online! Go to **(website)** before **(date)** to order yours!

Books are **\$(cost)**, please make checks payable to **(School name)**

If you have any questions, let us know!

#### Email #3

Hi **(School mascot)**,

This year has been one for the books, our yearbook that is! Distance learning, quarantines, and toilet paper shortages are happening everywhere and we have been working to capture these unprecedented times in your student's yearbook to remember for years to come. Don't forget to order your copy today! **(website)**

Thank you for supporting **(school name)**.

### STEP 3: CUSTOMIZE MESSAGE

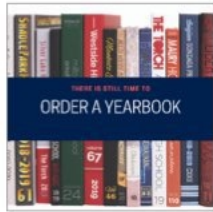
Edit message with your school's information.

- **Who:** The school name and/or adviser information.
- **What:** The yearbook price.
- **Where:** Directions on how to order. Include the website URL or mailing address if accepting checks or cash.
- **When:** Order deadline date.

# YEARBOOK SALES GUIDE

## "MIX AND MATCH" SOCIAL MEDIA

### STEP 1: CHOOSE A GRAPHIC



SM001



SM002



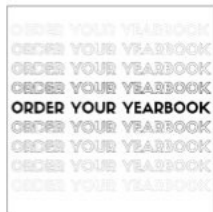
SM003



SM004



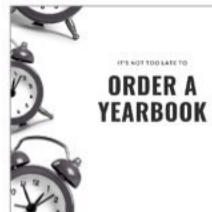
SM005



SM006



SM007



SM008



SM009



SM010



SM011



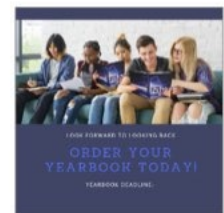
SM012



SM013



SM014



SM015

### STEP 2: CHOOSE A MESSAGE

1. It's not too late to order a yearbook! Sales are extended through **(date)**. Books are only **\$(cost)**! Order online today. **(website)**
2. Tick Tock, time is running out! Final yearbook sales end **(date)**. Yearbooks are **\$(cost)** and can be ordered online at **(website)** today.
3. Missed out on a yearbook? We are re-opening yearbook sales for ONE WEEK ONLY! Hop online and order yours today. **(website)**
4. Calling all **(School mascot)**! The school year is almost over! Preserve your memories forever with a 2019-2020 Yearbook. Order today at **(website)**.
5. It's the final countdown! Yearbook ordering deadline is **(deadline)**. Don't miss out on our one-of-a-kind **(yearbook theme)** book. Order now at **(website)**.
6. Friday is the last day to order a 2019-2020 Yearbook! Book are only **\$(cost)**. Contact **(adviser name)** to order or go online to **(website)** today!
7. Reminder: It's yearbook ordering time! All orders are due by **(date)**. You can go online to **(website)** or contact **(adviser name)** to order yours today.
8. A year to remember. What a unique yearbook this will be with coverage of the COVID-19 pandemic! Order yours for only **\$(cost)** today. **(website)**

### STEP 3: CUSTOMIZE MESSAGE

Edit message with your school's information.

- **Who:** The school name and/or adviser information.
- **What:** The yearbook price.
- **Where:** Directions on how to order. Include the website URL or mailing address if accepting checks or cash.
- **When:** When is the last day to order?

# YEARBOOK SALES GUIDE

## TELEPHONE MESSAGING

### STEP 1: CHOOSE A SCRIPT

#### Script #1

Have you bought your student's **(school name)** yearbook yet? If not, you can purchase online with a credit or debit card by logging into **(website)**.

Don't wait – our special price of **\$(cost)** ends **(date)**!

Buy your copy today.

Thank you!

The **(School Name)** Yearbook Staff

#### Script #3

Time is running out to buy your student's **(school name)** yearbook! Help them remember this year by purchasing their book today! Yearbooks are only **\$(cost)** and can be purchased online at **(website)** or payments can be mailed to the school by **(date)**.

Don't wait – all payments must be in by **(deadline)**!

Thank you for supporting our school.

**(School mascot)** Yearbook Staff

#### Script #2

Hello,

This is **(yearbook adviser)**, from **(school name)**. I wanted to remind you that yearbook orders are due by **(date)**. We don't want your student miss out on this treasured keepsake! Login at **(website)** to order yours today! Call me at **(phone number)** if you have any further questions.

Thank you!

**(School name)**

#### Script #4

Hello,

This is **(adviser name)** from **(school name)**. I want to remind you the yearbook deadline is fast approaching! Help your child remember all the friendships, challenges, and adventures this year has brought by purchasing a yearbook today!

Yearbooks are only **\$(cost)** and can be ordered at **(website)**.

Don't be left without one! Deadline is **(date)**. Thank you.



### STEP 2: CUSTOMIZE SCRIPT

Edit message with your school's information.

- **Who:** The school name and/or adviser information.
- **What:** The yearbook price.
- **Where:** Directions on how to order. Include the website URL or mailing address if accepting checks or cash.
- **When:** Order deadline date.