

Selling Yearbooks

Yearbooks for Everyone

Everybody deserves a yearbook

- Be sure to interact with **all grade levels**
- Your yearbook should include **equal coverage** of all classes in your school

Show your teachers some love!

- Take time to market to **faculty as well as students**

Parents want those memories, too!

- **Inform parents** about your yearbook sale via email, school website and sending out the link to your Picaboo storefront!
- It is likely that they want a book **as much as their kids do!**

Segmenting Sales

Everyone wants something special from their yearbook

- Students often want to **see photos of themselves and their friends**
- **Parents want a keepsake** of priceless school memories

Keep this in mind when marketing the yearbook to **different audiences!**

Different Audiences

Marketing to these two groups can vary

- Students are more likely to be **reached through social media**
 - A yearbook Facebook page, Instagram profile or Snapchat account can maintain communication with the student body
- Parents often respond to more **traditional media**
 - Email campaigning
 - Identify school events that attract a parent audience, like sporting events and school-wide dances.

Developing an Offer

Identify the cost of your book

- **Review the cost** of printing and additional expenses like yearbook workshops, equipment, etc. and talk to your Picaboo account manager before finalizing the sale price.

Create urgency with staggering pricing

- Consider a **discount for early buyers** and **price increase for late buyers**
- This encourages people to order their books sooner rather than later

The Sale

- Start early!
- Create a **clear beginning and end** to your campaign, during which you will sell yearbooks
 - Ex. “Order your yearbook from September 5th to December 5th and you’ll get 15% off!”
- Once sales have started, post a list of purchasers in a prominent location! It encourages those who have not purchased to do so!

Spreading the Word

Place posters in main traffic areas at school

- Main hallways
- Cafeteria
- Front office

Handheld fliers for classrooms and bulletin boards. Flier templates can be downloaded at: <http://yearbooks.picaboo.com/downloads/>

Use school websites, outdoor marquees, and daily announcements to promote the sale

Never underestimate the power of tabling!

- Sometimes **a smiling face** behind a foldable table is the best way to let everyone know about your sale. Set up tables at Back to School night, PTA meetings, sports events and concerts.

Distribution

Organization is key!

- Have a list of those who have ordered a book in alphabetical order
- Distribution lists can be downloaded in “View Reports” on your Picaboo Yearbooks storefront.

Set up in an **accessible location** bound to get foot traffic. Get comfy, you may be here all day! Make it an event - consider having a book signing party!

The Final Touch

- Maintain a **positive attitude!**
- Preserve the image of the yearbook and the yearbook team by talking up this year's book. **Get your students and classmates excited!**
- This book is your creation, so **take pride in it from start to finish!**