



10-12 Digital Media Production

...

Friday, May 22, 2020



10-12 HS Digital Media Production

Overall Lesson: **Yearbook Sales Marketing**

Lesson for Friday, May 22, 2020: social media & video sales campaigns

Objective/Learning Target:

Students will be able to develop a yearbook sales campaign using social media and/or videos.



Warm Up/Bellringer

Do you watch videos on YouTube when you have free time? Which videos tend to catch your attention? Think about the most popular videos and how you can use videos to promote yearbook sales.



Background Information

When you start working on the yearbook, it's important to remember the purpose and function of the yearbook. For most students, the yearbook is a memory book that shows all the good (and bad!) times of the year. In addition, the yearbook is also a historical record of the year and a reference tool. It can also be used as a community relations tool. As you create the yearbook, it's important to remember who your audience is. Primarily, your audience is the students, but teachers and community members may also be part of your audience.



Background Information

The yearbook is the classic reminder of the good times people had during a specific period of time. Not everyone included in the yearbook may decide to buy it, but you can market the yearbook to as many people as possible.

The first step on this journey is to help remind people that they'll have a concrete record of their memories from school with this fun book. It can always be used to look back on special times and push the bad stuff out of the way for good. It must appeal to the targeted crowd, so here are a few ways you can increase that appeal and ultimately your sales.



Background Information

Today's lesson will focus on these yearbook sales promotions categories:

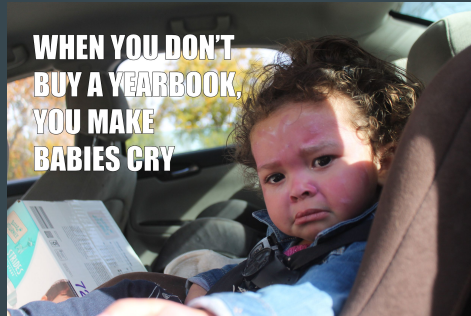
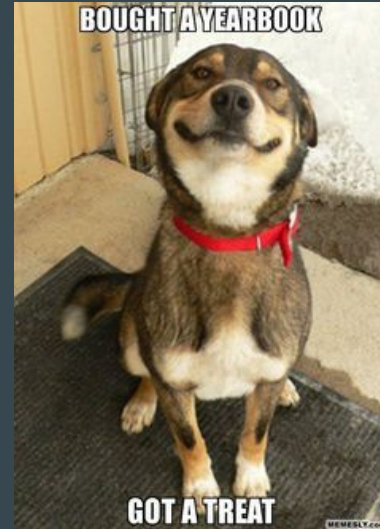
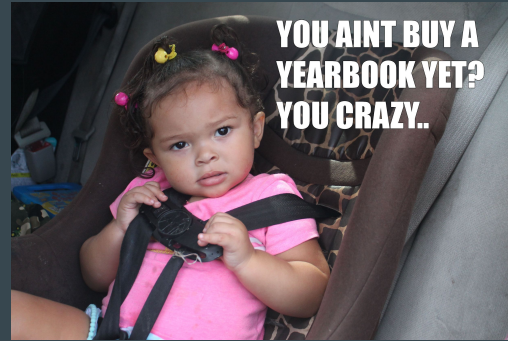
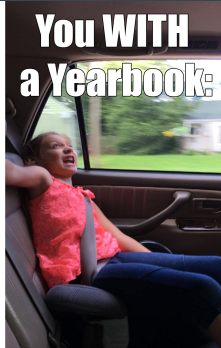
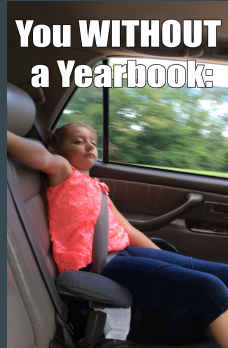
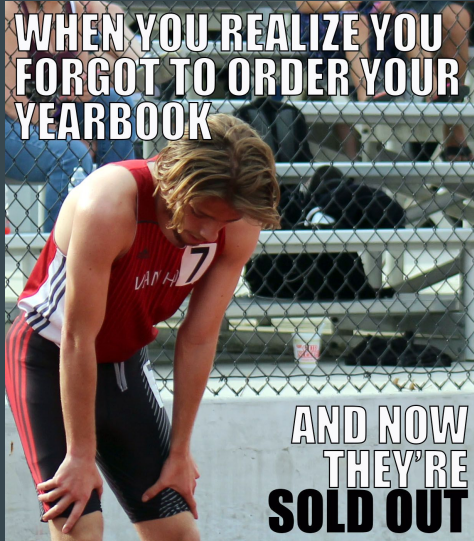
- Social Media
- Videos



Social Media

Social media can sometimes reach a larger audience. Most students are on some type of social media platform. Posts with pictures tend to engage more viewers. You can easily use memes that have already been made for yearbook sales, or you can create your own by using your own image and adding text.

Social Media IDEAS





Activity #1

ASSIGNMENT #1: Create a social media campaign to promote yearbook sales in your building. Remember, it should catch your reader's attention, so make sure it is eye-catching and easy to read. Check out these lessons on using CANVA to create professional-looking social media posts. ([DAY ONE: CANVA](#) & [DAY TWO: CANVA](#))



Videos

Videos attract the attention of most students. Make sure the video is well-done. You may have to use some type of video editing software such as Adobe Premiere Pro or iMovie to make your video look good. Start with a clear idea in mind and then start recording. Remember, your purpose should be to promote yearbook sales.



Video IDEAS

Check out these videos for inspiration!

- [2020 Truman High School](#)
- [2020 William Chrisman High School](#)
- [2019 William Chrisman High School](#)
- [2018 William Chrisman High School](#)
- [2019 Van Horn High School](#)
- [2014 Riverwatch Yearbook](#)



Activity #2

ASSIGNMENT #2: Create an idea for a yearbook video. Make it as short or long as you want, but remember, most people won't watch a video longer than five minutes. If you don't have the ability to record or edit your video, then plan it out on a storyboard so that someone else can record it.



Additional Resources

- [16 Terrific Yearbook Marketing Ideas](#)
- Always check out Pinterest and search for Yearbook Marketing
- [The Yearbook Ladies](#) sales ideas