



10-12 Digital Media Production

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Thursday, May 21, 2020



10-12 HS Digital Media Production

Overall Lesson: **Yearbook Sales Marketing**

Lesson for Thursday, May 21, 2020: Promotions & Individual Student Notes

Objective/Learning Target:

Students will be able to develop a yearbook sales campaign that includes promotions and/or individual student notes.



Warm Up/Bellringer

Have you ever entered your name in a drawing? Why? Did you ever win something?

How many times did you appear in the yearbook last year? Would you have been motivated to buy a yearbook if you knew that you were in the yearbook multiple times?



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:

- Promotions, contests and giveaways
- Personal notes to students



Promotions, contests & giveaways

Most people are willing to participate in a contest or drawing if there is a prize that they want. Despite the fact that only a few people actually win, many people will participate. Consider a raffle for a FREE yearbook. If you sell raffle tickets for \$1, you would technically only have to sell enough tickets to pay for the cost of the yearbook. You can also give small prizes just for participating in a contest. That way, everyone will be a winner.

Promotions, contests & giveaways IDEAS





Activity #1

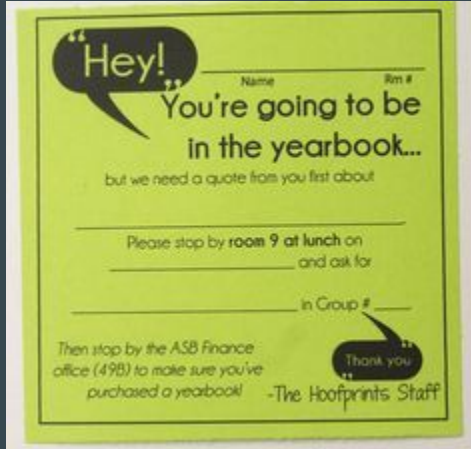
ASSIGNMENT #1: Create a contest, giveaway or promotion to bring awareness to the yearbook and increase sales. Make sure your plan includes all the supplies needed for the contest and how the contest rules will work. How will you promote your contest?



Personal Notes to Students

Almost everyone wants to be in the yearbook. Some students will only buy a yearbook if they appear in it several times. Otherwise, they don't feel it's worth their money. One way to encourage students to buy a yearbook is to let them know that they appear in it. Deliver individual notes to students with a list of the page numbers that they appear on. (You can easily make these notes after the index is finished.)

Personal Notes to Students



Individual notes (and/or snacks!) can be sent to students who have already purchased a yearbook. Then, everyone else will ask them where they got the snack. When they find out it was just for buying a yearbook, they might be motivated to buy a yearbook of their own!



Activity #2

ASSIGNMENT #2: Create a template for a note to send to individual students about yearbook sales. Make it eye-catching and informative.



Additional Resources

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