



10-12 Digital Media Production

...

Wednesday, May 20, 2020



10-12 HS Digital Media Production

Overall Lesson: **Yearbook Sales Marketing**

Lesson for Wednesday, May 20, 2020: Posters, Fliers, Bulletin Boards & Announcements

Objective/Learning Target:

Students will be able to develop a yearbook sales campaign using posters, fliers, bulletin boards and/or announcements.



Warm Up/Bellringer

The guiding question for all yearbook staffs is “How can we get more people to buy a yearbook?” Think of three reasons why students DON’T buy a yearbook. You’ll need this information as you prepare to create yearbook sales campaigns.



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:

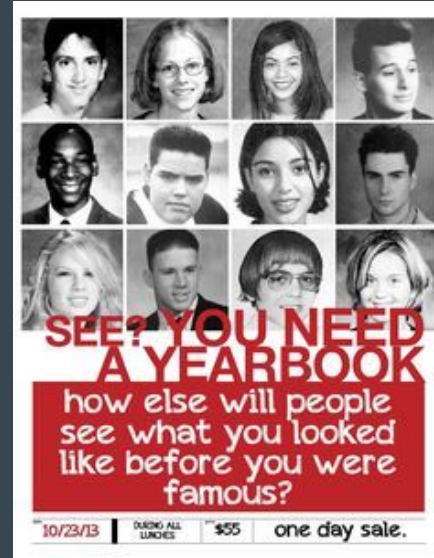
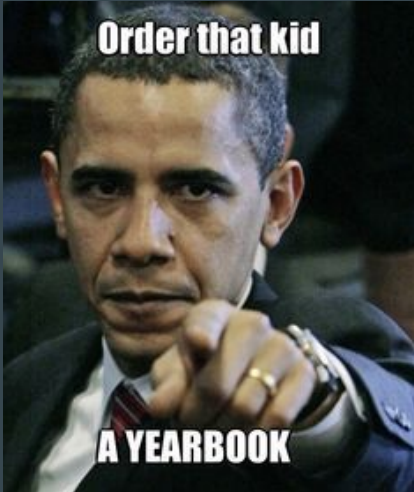
- Posters, Fliers & Bulletin Boards
- Announcements



Posters & Fliers

Posters or fliers can be used to post around the school building. Posters serve two main purposes: to inform students about how to buy a yearbook and to remind students that yearbooks are available to buy. However, posters and fliers shouldn't be used for more than two weeks at a time. After about two weeks, students begin to ignore posters and fliers that they see on the walls. It's important to run a campaign or promotion for a couple weeks and then take the posters down. Then, you can start a new campaign with new posters and fliers that will catch their attention. Remember, if the posters and fliers don't catch their attention, your efforts won't result in yearbook sales.

Poster & Flier Ideas





Activity #1

ASSIGNMENT #1: Create a poster or flier that can be used in your school building. Remember, it should catch your reader's attention, so make sure it is eye-catching and easy to read.

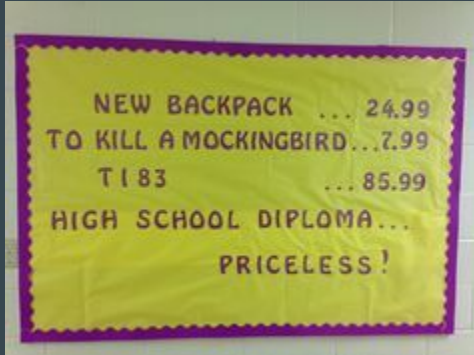
Bulletin Boards

Bulletin boards serve the same purpose as posters and fliers, but they require more planning and preparation. Bulletin boards generally provide more space for you to create your yearbook promotion. When you're looking for ideas for a bulletin board, be creative. Some bulletin board ideas can be adapted for yearbook sales.



The MINION theme on this bulletin board can be changed to say “A ‘MINION’ REASONS WHY YOU SHOULD BUY A YEARBOOK!”

Bulletin Board Ideas





Activity #2

ASSIGNMENT #2: Create a bulletin board idea that can be used in your school building. Remember, it should catch your reader's attention, so make sure it is eye-catching and easy to read.



Announcements

Many schools have daily announcements--whether over an intercom or in written form. Email communication is another way to reach students and parents. Since parents tend to be the ones who actually purchase a yearbook for their student, don't forget this important audience when you're promoting yearbook sales. Remember, creativity is important to get your audience's attention.



Announcements Ideas



[teacher reads]

"Did you know that students who purchase yearbooks are 800% happier than their non-yearbook-toting counterparts? Unverified...but true! The [year] yearbook contains [#] pages of memories that will make you smile. Order your yearbook before [date] by [method of purchase: online, form, classroom, etc.] and become 800% happier today."

[teacher writes ordering information on whiteboard.]



"ZOMBIES ATTACK! Before you lose your brains, swing by room [#] to purchase your yearbook. Trust us, you'll want a record of life in the year 2016 BZ (before zombies)."



[sound fx: bad clarinet playing: *mree-bing-squeak!*]

"Okay, well, that sounded terrible. You know what doesn't sound terrible? Buying a yearbook! Yearbooks capture the heart of everyday life here at [school name] and will give you something to look back on for years to come. Remember to return your order forms to your homeroom teacher by [date] to get your book of memories that'll last a lifetime. Sounds pretty good, huh?"

[sound fx: beautiful clarinet outro]

Notice how short these announcements are. Your message should be short and grab your reader's attention quickly.



Activity #3

ASSIGNMENT #2: Create an announcement or email that can be used in your school building. Remember, it should catch your reader's attention, so make sure it is brief and powerful.



Additional Resources

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