

Creating a Marketing Campaign

Every business needs a strong marketing team. Successful marketing strategies begin with looking at data from previous years and campaigns to determine actions for moving forward. For this activity, you will need to know last year's yearbook sales strategies and numbers.

How many sales campaigns were run last year?

How many yearbooks were sold last year?

When do you need to declare the number of yearbooks you want to order?

What is your yearbook sales goal for this year? (How many books do you want/need to sell?)

In your school, who typically pays for the yearbook, the parents or the students?

LOOKING BACK:

1. When was the first sales campaign?

What activities occurred to market the book?

What technology/social media were used?

How did your campaign reach the people who pay to purchase the book?

How many books were sold?

2. When was the second sales campaign?

What activities occurred to market the yearbook?

What technology/social media were used?

How did your campaign reach the people who pay to purchase the yearbook?

How many books were sold?

3. What other sales campaigns were conducted?

What activities occurred to market the yearbook?

What technology/social media were used?

How many yearbooks were sold?

4. Did your school have an end-of-year celebration event? Was the yearbook included in that event?



Creating a Marketing Campaign (cont.)

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LOOKING FORWARD:

Look at your preceding answers as you answer the following questions.

These marketing activities were successful because:

These marketing activities were not successful because:

Look at your answers to the two preceding questions. Devise a theory about why certain marketing activities are successful.

Design a way to improve at least one marketing strategy that was used last year.

Propose an alternative idea for at least one strategy that was not successful.

Propose a yearbook marketing strategy for the year, including at least three campaigns and a celebration event. When will the campaigns occur? What activities will happen? What technology will you use? How many yearbooks do you want to sell during each sales push?

SALES CAMPAIGN #1

Dates:

Sales goal:

What activities will occur to market the book?

What technology/social media will be used?

People and supplies needed:



START RIGHT 2.3 | ACTIVITY



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SALES CAMPAIGN #2

Dates:

Sales goal:

What activities will occur to market the yearbook?

What technology/social media will be used?

People and supplies needed:

SALES CAMPAIGN #3

Dates:

Sales goal:

What activities will occur to market the yearbook?

What technology/social media will be used?

People and supplies needed:

CELEBRATION EVENT

Your yearbook celebrates everyone in your school, so it only makes sense to include the distribution of it in an all-school picnic, a pep rally, an all-school slide show set to music or an event of your own making.

Date of Event:

What activities will occur?

People and supplies needed:



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