

Putting Your Plan into Action

The first campaign should be visible to both students and parents no later than the third week of school while excitement about the school year is still high.

Our school community will be aware of our yearbook sale during the week of _____.

Plan for and set up any social media you plan to use. More information on using social media can be found in the Marketing section of 7-Minute Starters in the Digital Classroom.

- ☐ Make a calendar of anticipated posts.
- ☐ Create social media accounts. If necessary:
 - ☐ Create a plan for enticing students and parents to follow the account.
 - ☐ Add action items to the social media calendar.
- ☐ Utilize social media memes available on Yearbook Avenue under **Sell>Plan & Promote**.

Create posters, order forms and other marketing pieces they need for this campaign.

- ☐ Marketing pieces may feature specific moments or events from last year that were covered in the yearbook that strike a chord in people. Generalizations such as “homecoming” or “home football games” are not specific enough — what thing does everyone remember from last year’s homecoming? What does the student section chant or wear that is unique to your school?
- ☐ Marketing pieces may focus on the keepsake nature of yearbooks.
- ☐ Marketing pieces may build on the theme of the yearbook:
 - ☐ Posters include a reason to buy, a place to buy, a short time frame in which to buy and a price.
 - ☐ Order forms include a reason to buy, a place to submit order forms, a short time frame in which to buy and a price.
 - ☐ If your school allows online purchases of the yearbook, advertise on www.jostensyearbook.com.
 - ☐ Hang posters in visible, high-traffic areas.
 - ☐ Write and submit an article for the parent newsletter.
 - ☐ Place a link to www.jostensyearbooks.com in a visible place above the fold on the school home page (contact the school tech administrator to help get this done).
 - ☐ Use one of the buttons or banner ads provided on Yearbook Avenue under **Sell>Plan & Promote**.

Be sure that emails can be sent to parents to purchase a yearbook.

- ☐ The adviser should upload an Excel file of their school’s students that includes (in separate columns) the student’s first name, last name, grade, homeroom, ID number, street address, city, state, zip and parent email address.
- ☐ Make sure your Jostens rep has activated e-commerce for your school.
- ☐ Utilize the emails available on Yearbook Avenue under **Sell>Plan & Promote** or through the Blitz Program®.

If orders will be taken in the school, identify a convenient, visible space to collect order forms and money.

- ☐ Reserve tables, chairs and other items needed for the sales area.
- ☐ Talk to administration, if necessary, about your plan.
- ☐ Get a money box for collecting checks.
- ☐ Get a receipt book or log and several pens for orders taken at a sales table.
- ☐ Create a schedule of any staffers that need to be at the sales table.
- ☐ Create a schedule for any staffers that can take photos at the same time as the order-taking. This creates visibility for the yearbook, emphasizes one of the reasons for buying one and yields photos that can be used in the yearbook.