

# SELLING THE YEARBOOK: TIPS, TRICKS & METHODS

## FROM OUR CUSTOMERS: TOP FIVE WAYS TO GET THE WORD OUT

We asked our yearbook advisers what methods they use to sell yearbooks in their buildings. Paper methods have the most effectiveness. However, selling online is becoming a more widely used method.

1

68% OF CUSTOMERS  
USED FLYERS AND  
ORDER FORMS.

2

61% OF CUSTOMERS  
USED POSTERS  
IN HALLWAYS  
TO PROMOTE.

3

57% OF CUSTOMERS  
USED NEWSLETTERS  
TO ADVERTISE  
THE YEARBOOK.

4

42% OF CUSTOMERS  
USED EMAILS  
TO PARENTS.

5

34% OF CUSTOMERS  
USED SOCIAL MEDIA  
TOGETTHEWORDOUT.

## THE TOP FIVE: TIPS TO HELP YOU GET STARTED SELLING

### 1. START EARLY

It's never too early to start selling the yearbook. Parents and students are most engaged early in the year. So, be sure to remind them early and often. If possible, begin at back to school when parents are purchasing other school related materials.

### 3. TIERED PRICING

When selling the yearbook, offer it at the lowest price earlier in the year, then increase it as the year goes by. This will encourage parents to purchase the yearbook earlier in the year, as well as help your school stick to budget.

### 4. SOCIAL MEDIA

Promote the yearbook online through social media. Most schools have a Facebook page or Twitter account. Ask the administrator if they can post on the yearbook's behalf at least once a month.

### 2. SEVERAL WAYS TO PAY

Be sure to offer your parents several ways to pay for the yearbook. Think: online, mail, in the front office and payment plans.



### 5. SNEAK PEEKS

Asking parents to buy yearbooks months before seeing it is a challenge. Tease the yearbook to parents and students to get them excited about the yearbook.