

YEARBOOK 101:

RUN YOUR YEARBOOK PROGRAM LIKE A BUSINESS

A BALANCED BUDGET

Like all businesses, yearbooks operate on a simple formula: $\text{INCOME} - \text{EXPENSES} = \text{PROFIT} / \text{LOSS}$

In order to maintain and understand a balanced budget, it's important to assess all potential revenue and costs. Costs include printing, computer equipment, cameras, office supplies, treats and awards. Your revenue can include sold yearbooks and parent ads. Your yearbook rep will help you understand total printing costs.

A MARKETING PLAN OUTLINES CAMPAIGNS AND HIGHLIGHTS REASONS TO BUY.

The goal of the marketing plan is to guide in helping customers say "Yes, I will buy your product."

A marketing plan consists of:

- Goals and objectives
- Identified audience (primarily students and parents)
- Sales Dates
- Events and campaigns
- Strategies and tactics
- Materials needed

PLAN ENOUGH TIME FOR A CAMPAIGN.

A campaign is a period of time where you are promoting the yearbook. You could have multiple campaigns throughout the year where you focus your energy on sales and promotions, like price increases, last chance to buy or benefits of the yearbook.

USE A CREATIVE THEME.

A marketing campaign theme helps coordinate all strategies and tactics. The theme will ideally build on the yearbook concept but could also be unique to the marketing efforts.

TO DO:

- Set up online purchasing so yearbooks can be purchased online.
- Create a button on your school's homepage that links to yearbook sales.
- Create a calendar of events to make sure your plan results in action.
- Utilize email templates or automated emails to distribute a link to online sales.
- Distribute order forms in places where people expect to make school purchases.
- Talk to your rep about marketing programs to make all of this easy.
- Schedule a distribution event.

MAKE IT EASY.

As they say, the three keys to business are location, location, location! You are running a business since you are creating a product that your peers purchase. Make it easy to buy a yearbook by selling it in convenient places.

Online: Yearbook sales increase by an average of 11% when schools contact parents by both mail and email. Your rep can help you set up the ability to sell your yearbook online.

In-school: Collect sales when it is convenient for students: set up a table near the doors where students enter the school in the morning, collect orders through homeroom teachers or at from parents at school conferences.

SELL EARLY.

The earlier the better — try selling books at a back-to-school registration day or in back-to-school information packets. Follow up with a sale within the first two weeks of school when excitement about the school year is highest.

CREATE BUZZ.

Use the sales posters, automated emails and other resources provided, but also create personalized marketing.

Make it memorable: Create yearbook sale dates that are easy to remember and work with your school calendar.

Go where the people are: Send postcards home so parents know that the yearbook is on sale, where to buy it and the deadline for buying it.

Have fun: Use sidewalk chalk and window paints, make videos, post to social media and host fun events that tie to your yearbook theme.