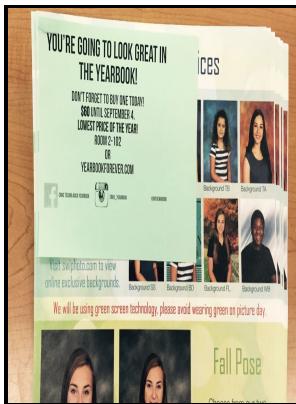


Marketing yearbook.

Diplomatic & Consular Yearbook Ltd - Yearbook Marketing



Description: -

- marketing yearbook.
- marketing yearbook.

Notes: An Institute of Marketing publication.

This edition was published in 1982



Filesize: 31.69 MB

Tags: #Marketing #Your #Yearbook

Yearbook Marketing

Not everyone included in the yearbook may decide to buy it, but you can market the yearbook to as many people as possible. The yearbook is the classic reminder of the good times people had during a specific period of time.

Ways To Market & Sell Your School Yearbook

You could also use a robo-calling system to send a phone message home.

Yearbooks

If someone gets bored during a football game, they might read the yearbook flier and decide to want one. A good product could be a raffle entry to win something simple, like an iPod or MP3 player.

Yearbook marketing ideas

So how can you create punny, yet effective, yearbook posters? Students bring that story to life each day, both inside and outside the classroom. Use a tiered pricing system so that the yearbook is cheaper right away and more expensive later on. Have samples of books from previous years on display.

Ways To Market & Sell Your School Yearbook

Please note: If your school or group has closed, you will not be able to locate it on our website. For work-related yearbooks, a good place to offer the discount would be the company picnic or annual employee celebration that is held. And the truth of that is apparent in a lot of different ways: Ever watch a movie just because you saw a number of your friends post about it on Facebook? Or it could be large, like coordinating an effort to get everyone from a specific grade to fill out a survey.

Yearbook marketing ideas

Create special pricing on specific days to encourage sales blitzes at times when there will be a guaranteed level of people around. For everyone else, though, you need to work a little and, sometimes, a lot harder.

Related Books

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