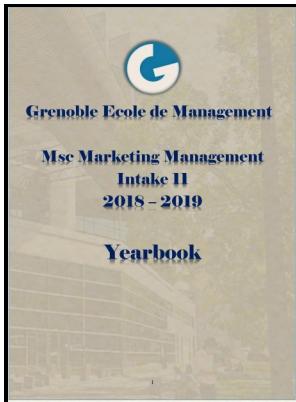


# Marketing yearbook.

## Diplomatic & Consular Yearbook Ltd - 10 Yearbook Poster & Flyer Ideas to Help You Sell Yearbooks



Description: -

- marketing yearbook.
- marketing yearbook.

Notes: An Institute of Marketing publication.  
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### Ways To Market & Sell Your School Yearbook

Our yearbook program not only celebrates once-in-a-lifetime moments that matter, it offers a top-notch class curriculum that teaches real-world skills in photography, writing, design, leadership, business and more. When there is a higher level of personal work and investment into the yearbook, sales levels increase because people want to keep a record of that work.

### 10 Yearbook Poster & Flyer Ideas to Help You Sell Yearbooks

Make sure the website of your school or place of employment places a link to purchase the yearbook somewhere on the home page, preferably above the fold.

### Ways To Market & Sell Your School Yearbook

Create excitement around your yearbook; encourage students to embrace new hobbies; and drive social interaction among students with creative recruitment flyers and posters like these: Get this yearbook poster. Have a one-week sales event.

### Marketing Ideas to Help Sell Your Yearbook

Marketing your yearbook is one of the most important activities for your staff members and a great way for them to learn all aspects of the business. It must appeal to the targeted crowd, so here are a few ways you can increase that appeal and ultimately your sales.

### How to Best Market Your Yearbook

Create a giveaway that will award someone with a good product if they make a yearbook purchase in a specific amount of time. These promotions can also be used to find photos, interview subjects or fill coverage gaps if needed.

### 16 Terrific Yearbook Marketing Ideas

This type of promotion might incur a little advance expenditure, but it is well worth it.

### **Marketing Your Yearbook**

Bring in people from all the different groups as you design the yearbook so that more people have an investment into the final product. Great Marketing Ideas for Yearbooks 1.

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