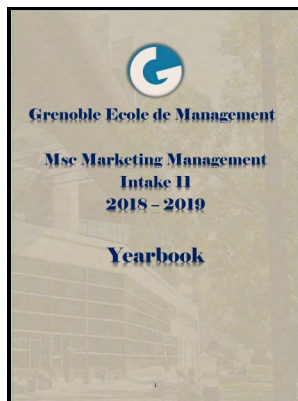


Marketing yearbook.

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



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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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