



YOUR PLAN

BACK TO SCHOOL MARKETING ACTIVITIES CHECKLIST

Make a list of activities you plan to complete this month.

THE BASIC PLAN

***Marketing should include special offers and/or why to buy the yearbook messages along with how, when and where.**

- Send an email to parents with link to jostensyearbooks.com
- Put yearbook sale information in the parent newsletter
- From your yearbook account, do two posts on two different social media platforms
- Do one fun in-school yearbook promotion, focusing on parents and freshmen
- Enter yearbook sales
- Put marketing activities on the calendar
- _____

- _____

- _____

THE ULTIMATE PLAN

Do the items in The Basic Plan plus the following:

- Create a Marketing Contract and have staffers sign it
- With the help of your adviser and principal, set up a payment plan
- Develop partnerships with CTSO groups to help market the yearbook
- Market your payment plan to students and parents
- Add the yearbook as a line item on the school fee sheet and in the school store
- Use the coverage report to see who purchased a book last year. Target them in your marketing.
- Conduct a yearbook focus group with school influencers
- From your yearbook account, do two additional posts on two different social media platforms
- _____

- _____

SAMPLE MARKETING CONTRACT

The following contract will outline the marketing expectations for each staff member. To meet our common goal of selling the yearbook, we as a staff will agree to do the following to support the marketing manager.

1. Each staff member will...

- a. Put forth their best effort to complete marketing tasks
- b. Maintain a log identifying what tasks they complete each week
- c. Communicate any problems related to completing tasks
- d. Be proactive in their marketing techniques

2. The marketing manager will...

- a. Support each staff member in their marketing strategies
- b. Provide opportunities for brainstorming and idea creation
- c. Maintain a library of marketing strategies to be used
- d. Create materials for use in the marketing of the book

3. The adviser will...

- a. Provide funding (as available) for marketing materials
- b. Be available for timely approval of marketing concepts
- c. Actively participate in the marketing of the publication
- d. Send out materials in a timely manner

4. Positive consequences for meeting the above criteria...

- a. Cover upgrade
- b. Technology upgrade (cameras, SD cards, Go-Pro, 360)
- c. LOTS of food delivered on work nights
- d. Start of Journalism Scholarship for graduating seniors

5. Negative consequences

- a. Grade deduction
- b. Adviser-marketing manager-staffer conference
- c. Adviser-staffer-parent conference
- d. Removal from yearbook duties—publication probation
- e. Removal from yearbook program

By signing this contract, you acknowledge that you understand and agree to the above expectations. Failure to meet these expectations will result in negative consequences as outlined by your marketing manager and adviser above. This contract is a living document and may be adjusted based on the needs of the publication.