the art

of

ADVISING

Get it? Got it. Great!

Marketing
Strategies
to increase
Book Sales

2 nd
Step
Get Selling

Analyze past sales

Using the "Book Sale Analysis" worksheet in *Get it? Got it? Great!,* set book sale goals based on last year's figures.

GET READY
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BOOK SALE ANALYSIS

CUSTOMERS	TOTAL POSSIBLE	LAST YEAR	PROJECTED GOAL	METHOD TO INCREASE SALES OF TARGET GROUP
Seniors	_____	_____	_____	_____
Juniors	_____	_____	_____	_____
Sophomores	_____	_____	_____	_____
Freshmen	_____	_____	_____	_____
Faculty & Staff	_____	_____	_____	_____
Parents	_____	_____	_____	_____
Advertisers	_____	_____	_____	_____
Others	_____	_____	_____	_____

Book Sale Dates	Cost
_____	$_____
_____	$_____
_____	$_____
_____	$_____

Special Promotions

TARGET GROUP	DATES	PROMOTION IDEA	COST PER BOOK	NUMBER SOLD
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Get It? Got It. Great!

Yearbook Adviser's Resource Guide
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Analyze past sales

First, establish how many books can be sold based on enrollment.

Analyze past sales

Next, list last year's sales for each group of people.

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BOOK SALE ANALYSIS

CUSTOMERS	TOTAL POSSIBLE	LAST YEAR	PROJECTED GOAL	METHOD TO INCREASE SALES OF TARGET GROUP
Seniors	_____		_____	_____
Juniors	_____		_____	_____
Sophomores	_____		_____	_____
Freshmen	_____		_____	_____
Faculty & Staff	_____		_____	_____
Parents	_____		_____	_____
Advertisers	_____		_____	_____
Others	_____		_____	_____

Book Sale Dates   Cost

_____ $_____

_____ $_____

_____ $_____

_____ $_____

Special Promotions

TARGET GROUP	DATES	PROMOTION IDEA	COST PER BOOK	NUMBER SOLD
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Analyze past sales

Finally, set sales goals for each target group.

BOOK SALE ANALYSIS

CUSTOMERS	TOTAL POSSIBLE	LAST YEAR	PROJECTED GOAL	METHOD TO INCREASE SALES OF TARGET GROUP
Seniors	_____	_____		_____
Juniors	_____	_____		_____
Sophomores	_____	_____		_____
Freshmen	_____	_____		_____
Faculty & Staff	_____	_____		_____
Parents	_____	_____		_____
Advertisers	_____	_____		_____
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Book Sale Dates   Cost

_____ $_____

_____ $_____

_____ $_____

_____ $_____

Special Promotions

TARGET GROUP	DATES	PROMOTION IDEA	COST PER BOOK	NUMBER SOLD
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Design a marketing strategy

Determine an effective way to target each group of buyers.

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BOOK SALE ANALYSIS

CUSTOMERS	TOTAL POSSIBLE	LAST YEAR	PROJECTED GOAL	METHOD TO INCREASE SALES OF TARGET GROUP
Seniors	_____	_____	_____	
Juniors	_____	_____	_____	
Sophomores	_____	_____	_____	
Freshmen	_____	_____	_____	
Faculty & Staff	_____	_____	_____	
Parents	_____	_____	_____	
Advertisers	_____	_____	_____	
Others	_____	_____	_____	

Book Sale Dates   Cost

_____ $_____

_____ $_____

_____ $_____

_____ $_____

Special Promotions

TARGET GROUP	DATES	PROMOTION IDEA	COST PER BOOK	NUMBER SOLD
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Design a marketing strategy

Set dates for book sales & determine cost of the book.

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BOOK SALE ANALYSIS

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Seniors	_____	_____	_____	_____
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Faculty & Staff	_____	_____	_____	_____
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Others	_____	_____	_____	_____

Book Sale Dates   Cost

_____ $_____

_____ $_____

_____ $_____

_____ $_____

Special Promotions

TARGET GROUP	DATES	PROMOTION IDEA	COST PER BOOK	NUMBER SOLD
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Design a marketing strategy

Create promotional strategies for specific target groups:

Friends of Yearbook, freshmen;
Yearbooks for Christmas, seniors;
Real Community, realtors;
Just Wait, doctors & dentists

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BOOK SALE ANALYSIS

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Juniors				
Sophomores				
Freshmen				
Faculty & Staff				
Parents				
Advertisers				
Others				

Book Sale Dates — Cost

	Cost
_____	$_____
_____	$_____
_____	$_____
_____	$_____

Special Promotions

TARGET GROUP	DATES	PROMOTION IDEA	COST PER BOOK	NUMBER SOLD

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Consider a 3-step book sale campaign

Consider a 3-step book sale campaign

1. Plan the promotion phase

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   You are engaged in a sales CAMPAIGN.

Consider a 3-step book sale campaign

1. Plan the promotion phase

You are engaged in a sales CAMPAIGN.

The word CAMPAIGN is used in military and political arenas, suggesting aggressive action.

Consider a 3-step book sale campaign

1. **Plan the promotion phase.**
   You are engaged in a sales CAMPAIGN.

   The word CAMPAIGN is used in military and political arenas, suggesting aggressive action.

   GET AGGRESSIVE!

Use a variety of promotional tools

- PA announcements or broadcast shows

- Posters

- Assemblies

- Letters home

- School Bulletins

GET GOING | BOOK sales

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Use a variety of promotional tools

- PA announcements or broadcast shows

Use a variety of promotional tools

•PA announcements or broadcast shows (Students are capable of seriously tuning out PA announcements. This alone is not enough.)

Use a variety of promotional tools

- PA announcements or broadcast shows

- Posters

Use a variety of promotional tools

•PA announcements or broadcast shows

•Posters
(Create posters that are clever, professional and appealing. Hastily drawn posters are an insult to the visually sophisticated student audience.)

Use a variety of promotional tools

- PA announcements or broadcast shows

- Posters

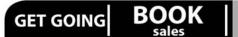- Assemblies

Use a variety of promotional tools

- PA announcements or broadcast shows

- Posters

- Assemblies
(Launch the sale with an assembly that features a slide show of yearbook pictures. When the presentation is over, distribute order forms for the book.)

Use a variety of promotional tools

- PA announcements or broadcast shows

- Posters

- Assemblies

- Letters home

Use a variety of promotional tools

•PA announcements or broadcast shows

•Posters

•Assemblies

•Letters home
(It's a fact. Most yearbooks are purchased by parents, not students. Get material into parents' hands to get the orders in yours.)

Use a variety of promotional tools

•PA announcements or broadcast shows

•Posters

•Assemblies

•Letters home

•School mailings

Use a variety of promotional tools

•PA announcements or broadcast shows

•Posters

•Assemblies

•Letters home

•School mailings
(Why spring for postage when schools continuously mail bulletins, report cards, and letters home to parents?)

Use a variety of promotional tools

- PA announcements or broadcast shows

- Posters

- Assemblies

- Letters home

- School mailings

- Internet contact

Use a variety of promotional tools

•PA announcements or broadcast shows

•Posters

•Assemblies

•Letters home

•School mailings

•Internet contact
(Launch an internet campaign like the politicians.)

Determine the price of the book

How much?

Do the math:

Total projected expenses
minus-the projected revenue from all sources
(except book sales)
=Answer

Answer divided by the minimum number
of books you expect to sell =starting book price

$48,000
-$21,000
$27,000 divided by 560 = $48.21

Select a time for book sales

Make sure to schedule the sales period
on the school's master calendar.

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especially homecoming and Nov. 1 – Dec. 25.

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Have a "sale"
    For one day the book costs $X
    After that day, the books cost $X+ $5 or $10
    On arrival, the books cost $X + $25

Determine the best location to sell books

Homerooms
English classes
Assembly
Sales table during lunch

Determine the best location to sell books

Homerooms
English classes
Assembly
Sales table during lunch

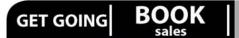Remember: Most books are purchased by parents

Determine the best location to sell books

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Sales table during lunch

Remember: Most books are purchased by parents

Open House
Athletic Events
Parent/Teacher Conference nights
Direct mail

Determine the best location to sell books

Homerooms
English classes
Assembly
Sales table during lunch

Remember: Most books are purchased by parents

NOTE: Some parents do not trust their kids
with large amounts of cash. By having them mail
a check or money to the school, you insure
that yearbook money stays yearbook money.

Create an extensive follow-up plan

Contact students who have not purchased a book by doing the following:

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Contact students who have not purchased a book by doing the following:

1. Create a list of non-purchasers.

Create an extensive follow-up plan

Contact students who have not purchased a book by doing the following:

1. Create a list of non-purchasers.
2. Contact students by sending home a letter and order form.

Create an extensive follow-up plan

Contact students who have not purchased a book by doing the following:

1. Create a list of non-purchasers.
2. Contact students by sending home a letter and order form.
3. Personally contact students who have not purchased a book

Create an extensive follow-up plan

Contact students who have not purchased a book by doing the following:

1. Create a list of non-purchasers.
2. Contact students by sending home a letter and order form.
3. Personally contact students who have not purchased a book.

   Consider giving each staff member a list of 20 students (or parents) to contact with instructions to fill out a response card for each.

   Award points or prizes for books sold.

Keep careful records of purchases

Consider using Taylor's free software program, *SumIt,* to handle book sales, personalization and advertising.

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1. The program imports a list of student names to begin yearbook marketing and sales efforts.

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Consider using Taylor's free software program, *SumIt,* to handle book sales, personalization and advertising.

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2. It tracks payments and prints receipts for yearbook and ads sales.

Keep careful records of purchases

Consider using Taylor's free software program, *SumIt,* to handle book sales, personalization and advertising.

1. The program imports a list of student names to begin yearbook marketing and sales efforts.

2. It tracks payments and prints receipts for yearbook and ads sales.

3. Ad tracking system is customized to your ad sizes, types and prices.

Keep careful records of purchases

Consider using Taylor's free software program, *SumIt,* to handle book sales, personalization and advertising.

REMEMBER: Bad record keeping will make book delivery a nightmare.