



When I walk on your campus to visit you, am I aware that your yearbook is on sale? I should be. Everyone on your campus should be aware that your yearbook is on sale each and every day of the school year. Keeping your product (the yearbook) in the mind of your buyers (your students) on a daily basis is a huge part of great marketing. One of the best ways to do that in a school setting is with posters.

Selling It "Old School"



Yes! You need all the new sales and marketing tools. You need to promote your yearbook on Facebook and with tweets. You need to have e-mail addresses for your entire student body. You need to have a school-wide IM network. But we also believe that you need to do some things the way they have been done forever, and one of those is with posters.

Jostens has more posters than you can possibly use, and they are available to you anytime you can log on to your Yearbook Avenue website. Just choose Plan>Order Supplies and then click Posters. There are probably samples of many of these in the Sell It box in your Yearbook Kit. Check them out.

On the left side of this page are examples of our two current sales themes, "Your Story" and "Yearbook on Sale," as well as specialized posters to sell to students of different ethnic backgrounds. And of course, we have posters to help you keep track of how those sales are going as well.

To go along with these two themes, there are also window clings, flyers, postcards, Post-it notes, Parent flyers, mailers and so much more, all to thematically help you sell your yearbook. All of these can be ordered through Yearbook Avenue.

So if you don't currently have a sales campaign going, log on and grab some sales and marketing materials. Then set up a schedule (when are things going to go up) and a responsibility chart (who is going to put them up) and get organized for yearbook sales.

The number one reason schools fail to sell yearbooks is lack of trying. Don't let that happen to you. Go "old school" to get started.

Of all the posters Jostens has, this one is my favorite. It features a great big space to put a photo from your school. Nothing says, "You are going to be in the yearbook!" like seeing themselves in a photo. Don't believe me? See how great it looks now.

