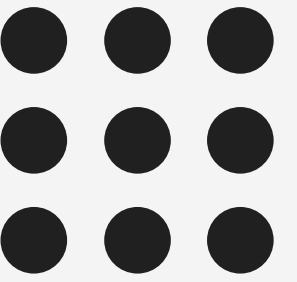


MARKETING AND SALES



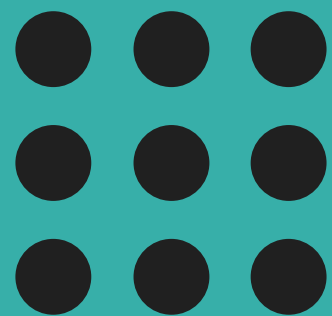
ESSENTIALS: DAY 9

DO NOW:



WHAT MAKES YOU WANT
TO BUY SOMETHING?

WRITE IT DOWN AND BE READY TO SHARE

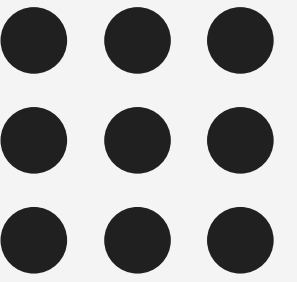


YEARBOOK IS A BUSINESS.

WE HAVE TO SELL.



OBJECTIVES:



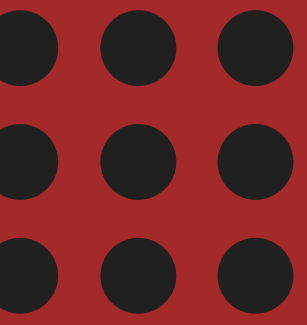
You will use marketing tactics to create advertisements that will help promote yearbook sales.

You will develop a direct sales plan to make at least 10 book sales to students, parents, or staff.

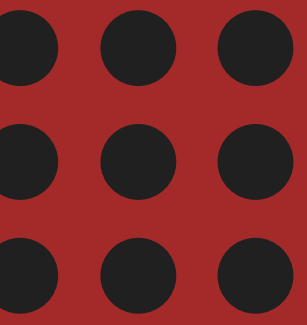
Did you know?

MARKETING TACTICS

STRATEGIC ACTIONS THAT DIRECT THE
PROMOTION OF A PRODUCT TO
INFLUENCE SPECIFIC MARKETING GOALS.

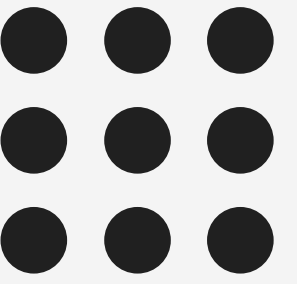


**WHAT GRABS
YOUR ATTENTION?**



**WHEN YOU WALK DOWN
THE HALL OR SCROLL
THROUGH SOCIAL
MEDIA, WHAT MAKES
YOU **REALLY** NOTICE AND
REMEMBER SOMETHING?**

RULE OF 7



MARKETING PRINCIPLE:

Your prospects need to come across your offer at least seven times before they really notice it and start to take action.

**MESSAGES ARE
MORE EFFECTIVE
WHEN REPEATED**

CATCH PHRASES:

ADVERTISING SLOGANS

Got milk? (used over 26 years, starting in 1993)

Just do it. (used over 31 years, starting in 1988)

What happens here, stays here. (used over 15 years, starting in 2004)

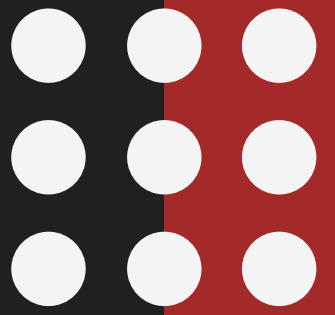
Good to the last drop. (used over 102 years, starting in 1917)

Melts in your mouth, not in your hands. (used over 65 years, since 1954)

Breakfast of Champions. (used over 92 years, starting in 1927)

REPETITION WORKS.

requirements



PART I: CREATE A YEARBOOK ADVERTISEMENT

your choice:

1 POSTER 11X17 +1 SMALL FLIER YOU DISTRIBUTE

3 ENGAGING SOCIAL MEDIA POSTS

30 SECOND - 1 MINUTE VIDEO COMMERCIAL

CREATIVE SCHOOL ANNOUNCEMENTS

SET OF 3 MEMES

WALKING BILLBOARD AT TWO EVENTS



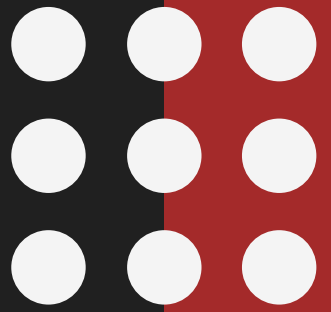
AD MUST HAVES: CLEAR MESSAGE

PRICE

DEADLINE

HOW/WHERE TO BUY

CATCH PHRASE / SLOGAN / CALL TO ACTION



Using elements from the theme, design an eye catching poster to hang in the school
TIP: use a photo of a popular student!

WHAT TO INCLUDE:

PRICE

DEADLINE

HOW TO BUY

CATCH PHRASE

11X17 POSTER



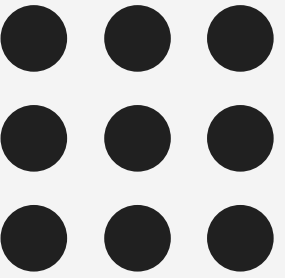
2017
YEARBOOK
SALE

ORDER IN ROOM 114
OR ONLINE @ LINK.ENTOURAGEYEARBOOKS.COM

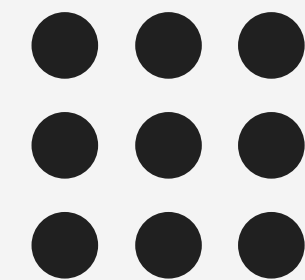
\$45
UNTIL OCT. 16

BUY YOUR YEARBOOK

The advertisement features a black and white photograph of a football player in a white uniform and helmet, celebrating with arms outstretched. A football is shown in the top left corner with radiating lines. The top right corner has a colorful geometric pattern of triangles. The bottom of the ad has a teal banner with yellow paw prints on either side of the text 'BUY YOUR YEARBOOK'.



**Use your theme to keep ads consistent
THEY SHOULD BE RECOGNIZABLE & MEMORABLE:**



small works too.

make a **business card size**
yearbook promo to distribute to
students like a secret note.

copy and paste
10 on a 8.5x11
document.

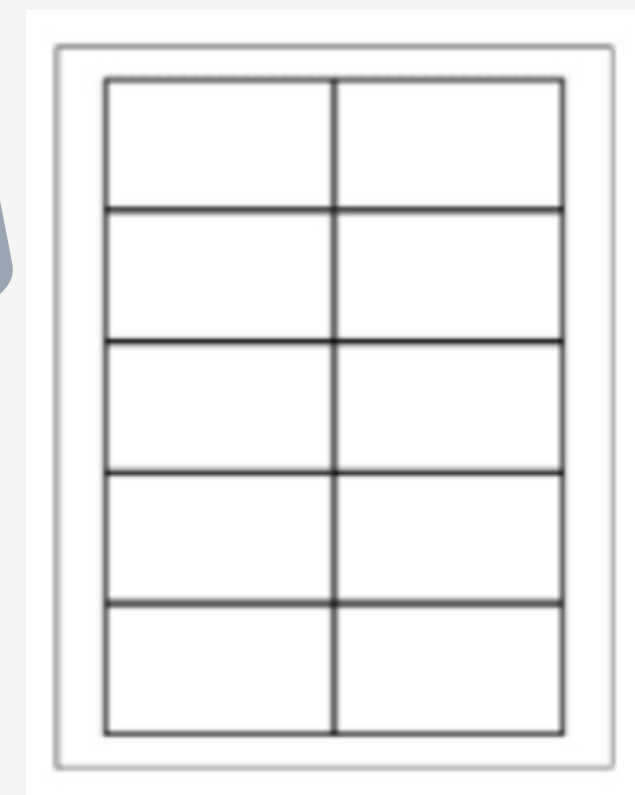
think about:

sneak peeks

coupons

countdown

you're in the yearbook on page:



THINK



OUTSIDE THE BOX

DON'T UNDERESTIMATE HANDMADE:

IF YOU'RE READING THIS ON FRIDAY 20TH IT'S TOO LATE

info: BUY YOUR yearbook before the price goes up on March 20th.

What can \$50 do for you?



10 Starbucks Frappuccinos

Movie Date for 2



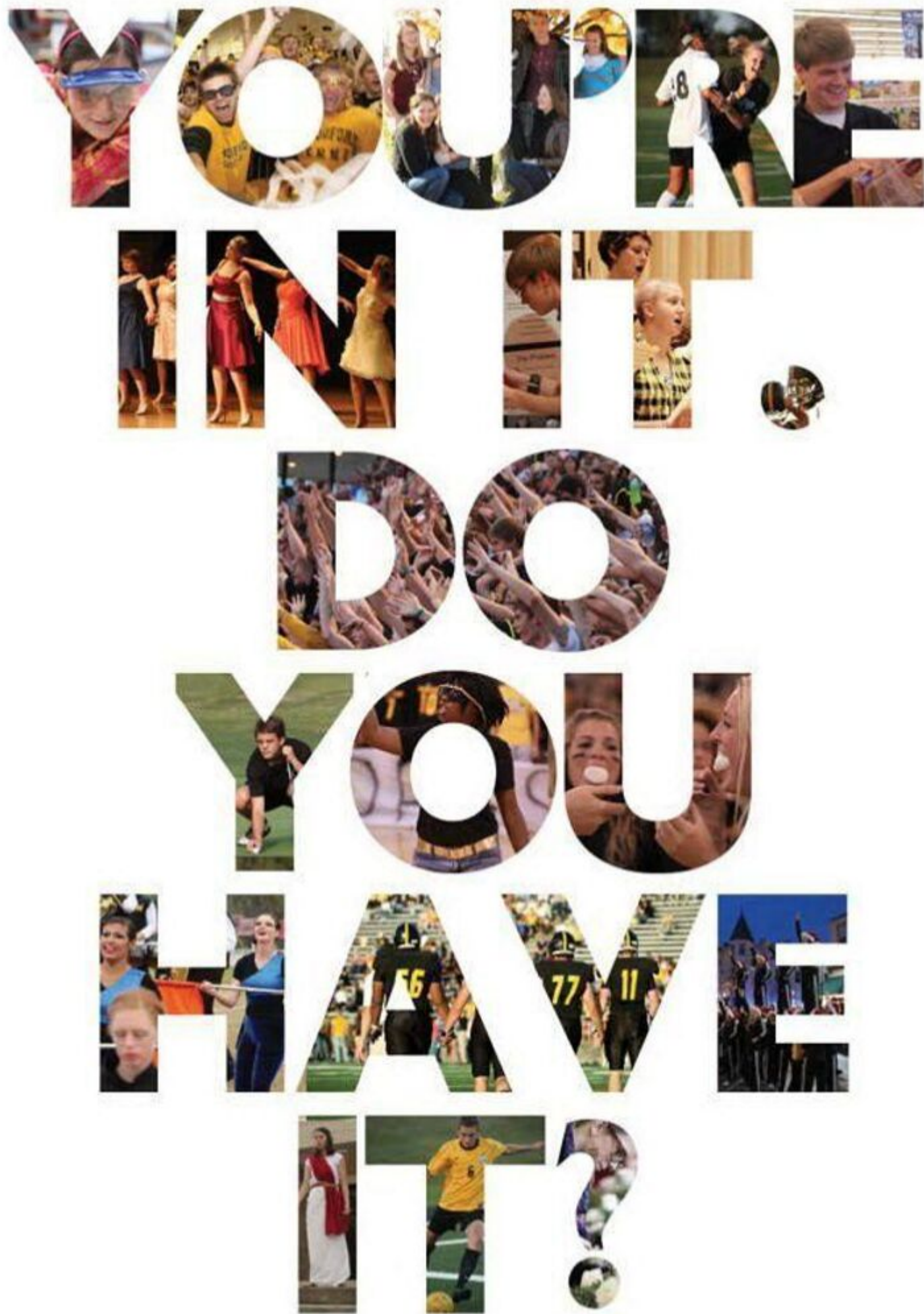
A lifetime of memories

ENGAGING SOCIAL MEDIA

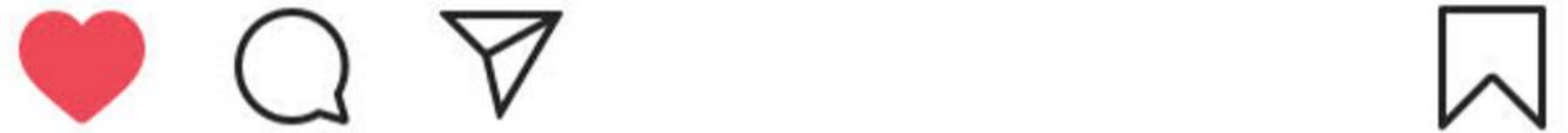


think about:
sneak peeks
coupons
countdown
contests
stories
caption this
humor

social media posts



YOU CAN **STILL** ORDER YOUR WCHS YEARBOOK...UNTIL MARCH!



Liked by    Liked by **ap_the_poet** and **58 others**

linkcolnian Don't forget to order your yearbook! Last day to buy is Thursday, March 22nd for \$55! Link is in bio or stop by

HUMAN BILLBOARD



**COSTUMES
BALLOONS
MEGAPHONE
SHOW UP TO 2
EVENTS AND
PROMOTE OUR
YEARBOOK!**



DON'T BE AFRAID TO MAKE A FOOL OF YOURSELF

EXTRA CREDIT FOR LEGIT SIGN SPINNING

[pro sign spinning link](#)



COMMERCIALS

30 SECONDS-1 MINUTE VIDEO

WATCH

honda superbowl commercial

the race to get a yearbook

music video

final yearbook countdown

infomercial parody

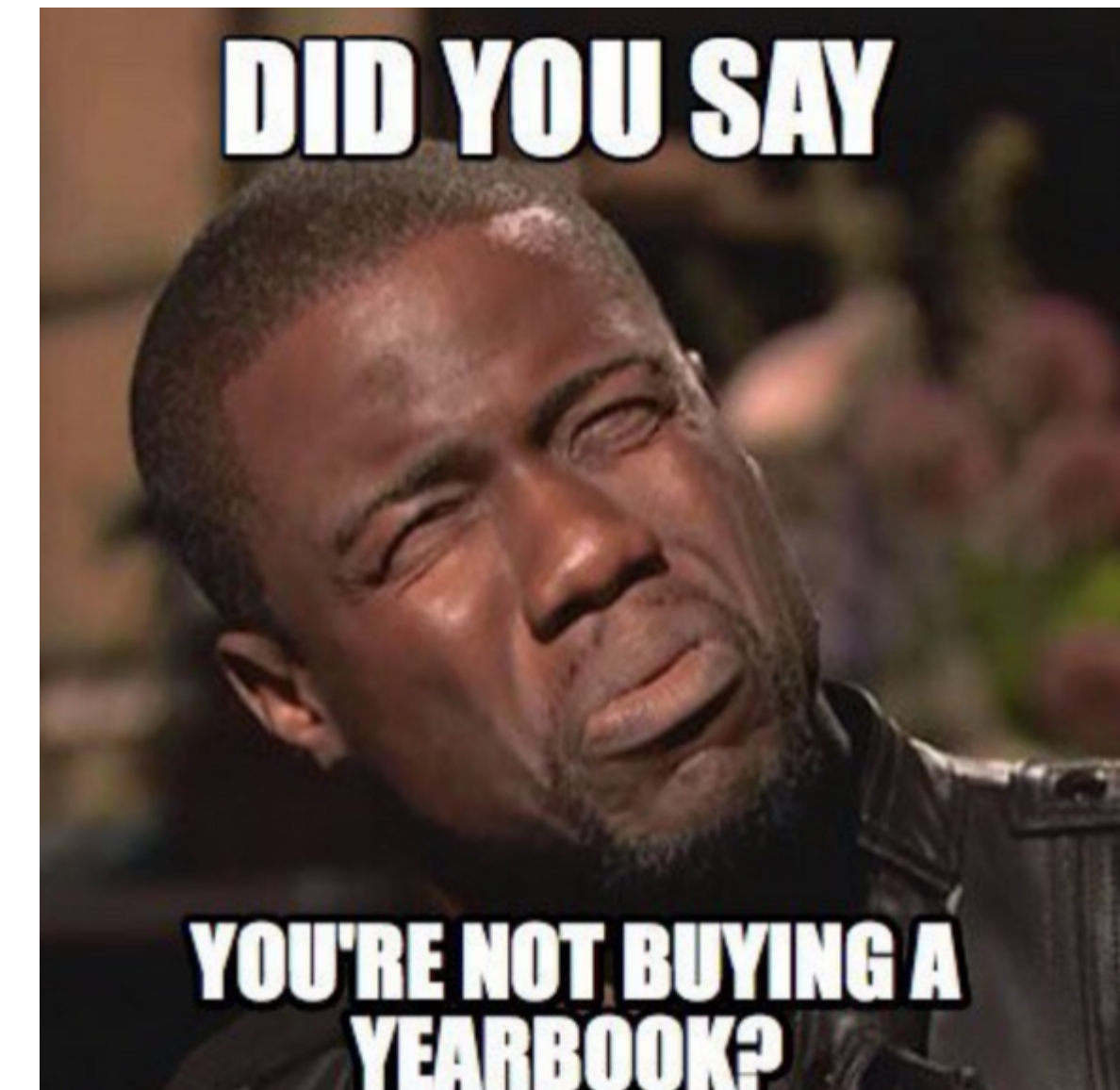
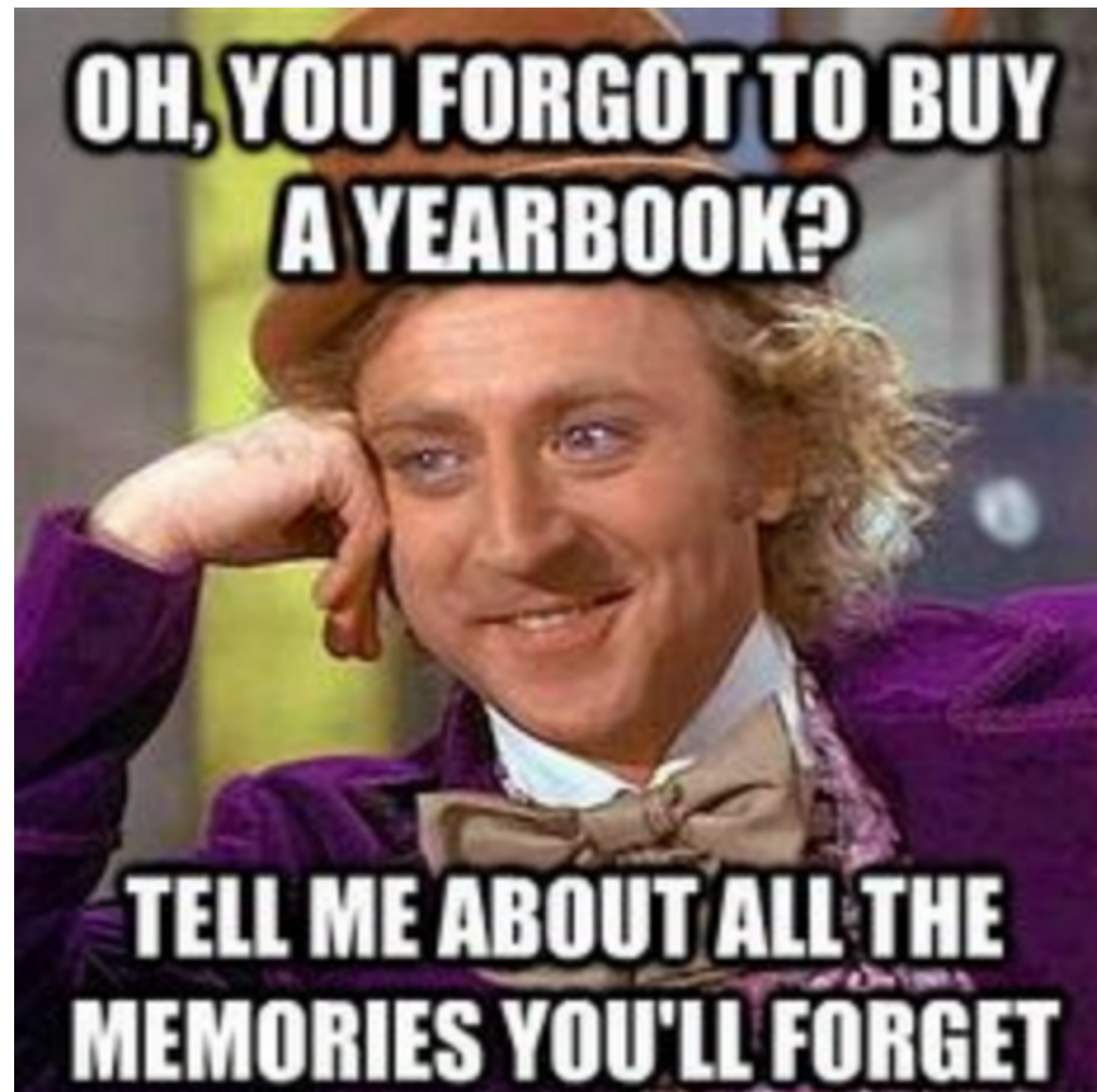


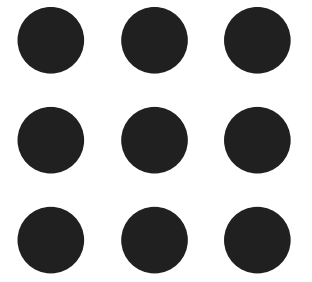
EXTRA
CREDIT
IF YOU
GO VIRAL

MEMES

make and post at least 3

think about using students at your school to make them more personal.





ANNOUNCEMENTS



**IMAGINE A RADIO AD INSTEAD OF
THE SAME BORING ANNOUNCEMENT**

CONSIDER:

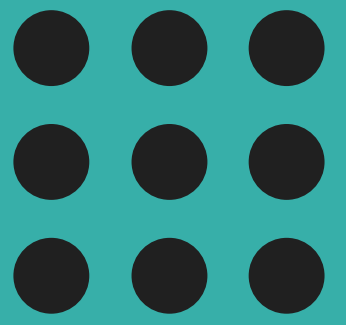
Sound Effects

Song/Rap

Silly Poem

Comedy

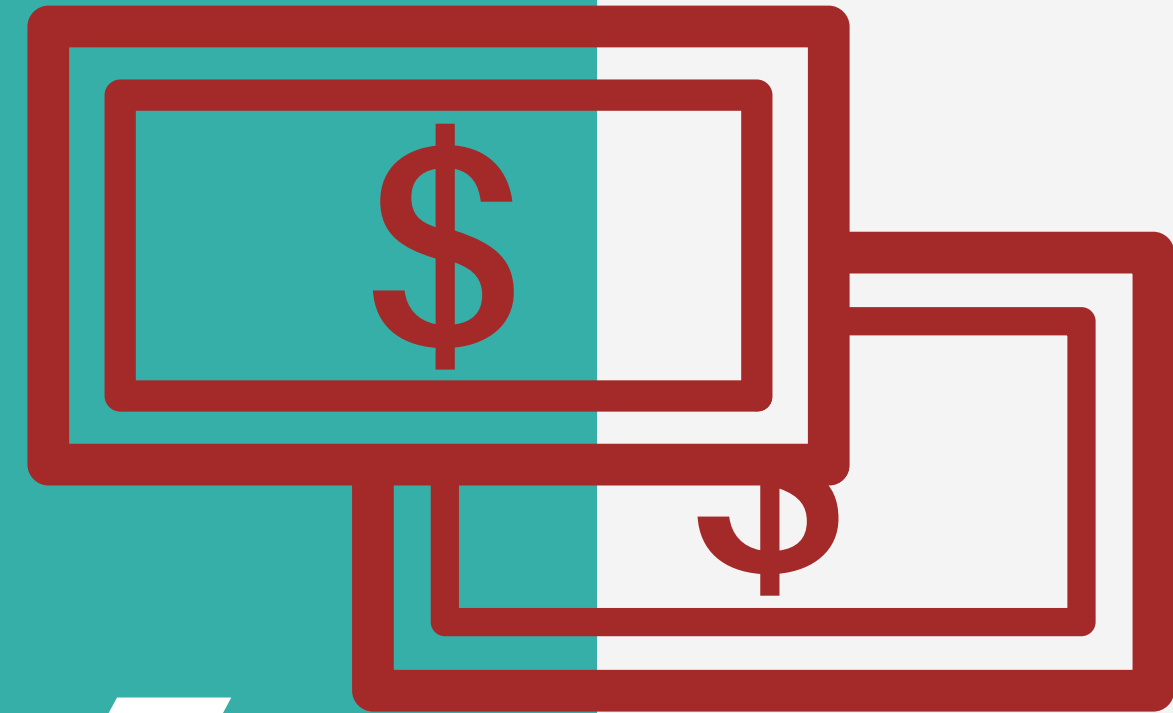
Pre-recorded Messages

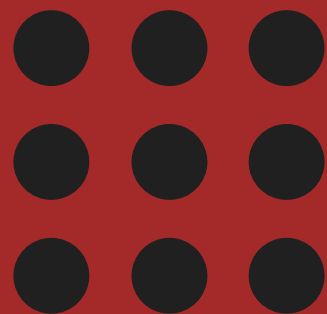


MAKE

THAT

MONEY





PART 2: **DIRECT** **SALES** **PLAN**



DIRECT SALES

SELLING TO A SPECIFIC PERSON

GOAL: 10 DIRECT SALES

THINK OF 10 PEOPLE YOU KNOW:

FRIENDS

PEOPLE IN YOUR CLASSES

PARENTS OF FRIENDS

TEACHERS

TEAMMATES

PEOPLE IN YOUR CLUBS

TRACK DIRECT SALES

	Contact	First Try	Follow Up 1	Follow Up 2	Closed Deal	Money Received	Money Owed
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							

**USE A SPREADSHEET TO STAY ON TOP YOUR OF GOALS.
YOU WILL TURN THIS IN FOR A GRADE AT THE DEADLINE.**