



# SELL IT GUIDE



EST.  1907

**FRIESENS**  
MEMORIES CRAFTED IN PRINT  
— EMPLOYEE-OWNED —



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# INTRODUCTION



# WHY SellIt CAMPAIGNS?

Friesens created SellIt© to help schools generate excitement about yearbooks to improve declining sales in a competing world of social media and instant online gratification.

SellIt places and reinforces the importance and excitement of a yearbook in students' minds, produces buzz and hype, lowers yearbook cost, improves school spirit and increases yearbook sales.

## WHAT IS SellIt?

SellIt packages the sales and marketing tools you need to promote and sell yearbooks. Schools can choose from, and customize, school posters, vinyl banners, email promotions, P.A. announcements, promotional videos and more to increase school spirit and students' interest in yearbooks, raising sales and funds. As well, SellIt includes proven yearbook marketing strategies, tips and techniques, and an online ordering process for credit card purchases.

Let's take a look at how SellIt worked for Northfield High School with a school enrolment of 1200 struggling with decreasing sales.



**BEFORE SELLIT**

Yearbooks Sold:	400
Yearbook Cost:	\$35*
Student Price:	\$35*
Profit:	\$0

\*Based on low quantity

**AFTER SELLIT**  
(What did school do? 2/3 examples)

Yearbooks Sold:	600	Sold 200 more yearbooks!
Yearbook Cost:	\$30	Cost reduced by \$5 per yearbook
Student Price:	\$35	
Profit:	\$3,000 (\$5/book)	

With SellIt, this school increased their yearbook sales by 200 yearbooks, reducing the cost of the yearbook by \$5/book. This resulted in a profit of \$3,000 which was used to purchase digital cameras and a computer. The hype associated with the yearbook also contributed to increased school spirit.

# STRATEGY



# PRICING STRATEGY


Pricing the yearbook correctly is important for several reasons. First, you want to ensure you cover your book costs (don't forget to include taxes, shipping, and an extra buffer). Second, price the book so it appeals to students. The more yearbooks you sell, the more affordable the book becomes. A strong marketing campaign will not only sell more yearbooks – it will make yearbooks affordable for everyone.

## CREATE URGENCY

Most consumers don't buy until they feel the need. This is why it's important to create a sense of urgency for buyers. An 'early bird' price followed by a 'regular' price, and a 'last chance to purchase price' can do this. Example: Early bird price = \$35, Regular price = \$40, and last chance price = \$45. You can communicate this in different ways. For instance you can promote that the purchase price of the yearbook is \$45, and if students buy early they'll save up to \$10. Do this and you'll see more people buy the book earlier. You'll also be able to finalize your quantity and complete your order from Friesens (since your yearbooks are presold you don't have to take the risk of having extra yearbooks). Ensure the lowest price offered covers all of your costs. You'll likely end with some extra money earned from the tardy buyers from the 2nd or final deadline (to invest back into the yearbook program).

## CREATE YEARBOOK PACKAGES

If a buyer has 3 package choices (eg. Good, Better, Best), which package are buyers most likely to choose? If you answered the middle option, you're right! Most buyers don't want the cheapest package and therefore choose the middle option. Based on this, offer multiple yearbook packages to consumers. Buyers will like it because of the flexibility and you'll have the opportunity to add extra funds to the yearbook program. Check out these sample packages and the added profits:

<i>BRONZE PACKAGE - \$35</i>	<b>Cost</b>	<b>Profit</b>	<p>With consumers tending to choose the middle option (the Gold Package in this example) you'll earn an average profit of \$5 per yearbook. Sell 500 yearbooks and that's \$2,500 that you can put back into the yearbook program (new cameras, software, computers, etc).</p> 
Yearbook only	<b>\$33</b>	<b>\$2 / yearbook</b>	
<i>GOLD PACKAGE - \$40</i>			
Yearbook	\$33		
Personalization (1 line)	\$2		
	<b>\$35</b>	<b>\$5 / yearbook</b>	
<i>PLATINUM - \$45</i>			
Yearbook	\$33		
Personalization (2 lines)	\$4		
Memory Capsule	\$2		
Autograph Supplement	\$0.50		
	<b>\$39.50</b>	<b>\$5.50 / yearbook</b>	

# 4 TIPS TO CREATE HYPE

Hype is a big part of selling yearbooks. Check out these four hype-creating tips:

## 1. SET UP A YEARBOOK FACEBOOK ACCOUNT

- Promote to students, staff, and parents
- Include content from the yearbook (pics, spreads, quotes, etc.)
- Involve the audience with contests, choosing pics for the yearbook, etc.
- Include pricing and purchase information
- Don't let your page go stale. Always update content

## 2. GET PERSONAL WITH NON-BUYERS

Find out who hasn't bought the yearbook

- Use sticky notes on their lockers or postcards to tell them exactly what pages they appear on in the yearbook
- Ensure this includes purchasing details

## 3. POST YEARBOOK CONTENT FOR EVERYONE TO SEE

Showcase some of the yearbook's best photography, designs or cover in a common area

Ensure this includes a poster nearby that outlines buying information or a sales table nearby

## 4. HOLD A YEARBOOK DELIVERY PARTY

- Hold a party at the school exclusive to everyone who ordered the yearbook
- Consider food, prizes, entertainment, etc.
- Talk to admin about doing it during the day (letting people out of class)



# IN-SCHOOL SALES VS. ONLINE SALES

There has been much discussion about different yearbook selling methods. While most schools include in-school sales, online sales popularity is increasing. Most in-school sales are by cash or check. With Online sales, buyers can use credit card – an appealing option for parents.

While there is no right or wrong answer, each method has benefits. In fact, many schools offer both options to increase sales.

## BENEFIT OF IN-SCHOOL SALES

Hype produces immediate sales

- Cash is king
- Face-to-face selling

Benefits of online sales

- Use credit card
- Parents can buy directly (versus giving student money)
- No need to collect and sort cash
- Sales reports are automatically generated





# IMPLEMENTATION



# MONTHLY CALENDAR GUIDE

Implement SellIt in your school using the monthly guide below and the SellIt Planning Calendar poster in your kit. Customize your plan, fill out the planning calendar accordingly, hang up the poster and work the plan.

## JUNE, JULY, AUGUST

- Order SellIt materials for start of next school year
- Establish yearbook package options
- Determine pricing options (early bird, regular, last chance price)
- Decide on Blitz week dates
- Set up PYYOnline for start of school year

## AUGUST - OCTOBER

- Hang vinyl banner / posters – promote early bird pricing
- Set up school marquee and screen savers
- Custom video on Facebook
- Letters to parents
- Email to parents
- Blitz week (set up payment table)
- P.A. Announcements

## NOVEMBER - DECEMBER

- Rotate posters – stroke out early bird price
- Update school marquee and screen savers
- Email to parents
- P.A. announcements
- Blitz week (set up payment table)

## JANUARY

- Rotate posters – stroke out early bird and regular price (leaving last chance price)
- Update school marquee and screen savers
- Email to parents
- P.A. announcements
- Blitz week (set up payment table)



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