

# SAMPLE YEARBOOK SALES & MARKETING PLAN

## August

- Launch campaign with posters, announcements, and social media
- Offer early bird pricing
- Send Direct-to-Parent emails
- Set up a booth at orientation or welcome events

## September

- Keep posting on social media (sneak peeks, polls, throwbacks)
- Start ad sales outreach to local businesses and parents
- Track early sales and adjust messaging if needed

## October

- Highlight student life and clubs in promos
- Promote recognition ads for grads
- Use lawn signs and banners around school
- Share progress toward sales goals

## November

- Review sales reports
- Send reminder emails to parents
- Offer bundle deals (yearbook + accessories)
- Celebrate hitting milestones (e.g. 50% sold)

## December

- Promote yearbooks as holiday gifts
- Run a limited-time promo or giveaway
- Final push before winter break

## January

- Refresh posters and social media graphics
- Reconnect with businesses for ad sales
- Share testimonials or quotes from students

## February

- Last call for business and recognition ads
- Promote team and club ads
- Send out updated sales reports to team

## March

- Push final orders with 'Don't Miss Out' messaging
- Use announcements and social media daily
- Offer last-chance accessory bundles

## April

- Final deadline for orders
- Celebrate reaching goals
- Prep for delivery and distribution

## May

- Distribute yearbooks
- Host a signing party or photo wall
- Thank sponsors and supporters
- Share recap on social media