



Want to sell a bunch of yearbooks—get into their heads!

\$ When it comes to marketing any product, the people who do know will tell you that your biggest task is to get into the mind of your prospect. To have them thinking of you all the time—before, during and after they buy your product. Are you doing that? Are your students walking through the halls of your school thinking yearbook? Probably not. So let us suggest some ways you can “get into their heads.”

Getting into their heads means making them aware of you all the time. Kind of the way that McDonald’s is what you think of when I say hamburger. Or Coke or Pepsi are what pop into your brain when I mention cola. Or how I wish that whenever anyone mentioned yearbooks they thought—Jostens!

Your goal is to be in their minds all the time. Or at least until they finally remember to make that yearbook purchase. And there are hundreds of ways (well maybe not hundreds but I bet you could think of more than 20) to get into their brains. Here are a few off the top of my head:

- 1) Locker inserts.** Are you stuffing lockers on a regular basis?
- 2) Mirror notes.** Try creating small quarter sheet reminders about yearbooks and attaching them to mirrors in restrooms around your school. Everyone looks in the mirror.
- 3) Program inserts.** Football is in full swing. Why not add an insert about buying a yearbook to every program distributed at the football game. A great way to get into parent’s heads as well.
- 4) Table tents.** You’ve seen these at restaurants. Little half sheets, folded and taped so they can stand up. Make them yourself and tape them to the tables in your cafeteria.
- 5) Text messages.** Don’t SPAM them too often but a quick “BIF U WTB yrkb?” a couple of days before your sale ends. You may not be able to text message the whole school but if everyone on the yearbook staff just hits their friends it will be worth it.
- 6) Posters.** OK, this one is pretty obvious since we put a bunch of them in your yearbook kit. But try to make them work for you by putting them in unusual places and hanging them in unusual ways. For instance, tape the to the ceiling. Put them on a bulletin board upside down. There are so many posters in your school that they can easily get lost.

See, just in a couple of minutes I came up with six great ways to get into your buyer’s heads. You should be able to brainstorm a whole bunch more in one yearbook class period. But we have one more word we want you to remember when it comes to getting into their heads—consistency. If you don’t keep up your marketing on a consistent basis, it won’t work. ▲