

# 7

MINUTE  
STARTER

## START RIGHT 2.3 – MARKETING

# Establishing Purpose & Setting Goals

### OBJECTIVES

#### STEP 1 | LEARN & PRACTICE (45+ MINUTES)

Students will take the YMCA (Yearbook Marketing and Coverage Achievement) Pledge shown on Start Right Presentation 2.3.

Students will form two groups. One will think about whether the book content is marketable by completing Start Right Activity 3.3 - Creating a Book People Want to Buy. The other group will complete Start Right Activity 3.3 - Creating a Marketing Campaign.

Students will develop clear reasons why people will want to purchase their school's yearbook this year.

Students will develop theories about why students buy (or don't buy) the yearbook and develop a plan for marketing it.

#### STEP 2 | USE & EXTEND

For the next two days, students will design advertisements and other marketing pieces for their first marketing campaign, which should be implemented no later than next week.

Students will plan for and set up any social media they plan to use. (More information on using social media can be found in the Marketing section of 7-Minute Starters.)

Throughout this week, students will create posters, order forms and other marketing pieces they need for this campaign.

- » Marketing pieces may feature specific moments or events from last year that were covered in the yearbook that strike a chord in people. Generalizations such as "homecoming" or "home football games" are not specific enough — what thing does everyone remember from last year's homecoming? What does the student section chant or wear that is unique to your school?
- » Marketing pieces should focus on the keepsake nature of yearbooks.
- » Marketing pieces may build on the theme of the yearbook for more effective marketing tools.

**To do:** The adviser will upload an Excel file of student contact information to Yearbook Avenue so it can be used for sales tracking, email marketing and coverage tracking (**Sell> Student List**).

The Excel file should include (in separate columns) first name, last name, grade, homeroom, student ID, address line 1, address line 2, city, state, zip, parent's email address and phone number. The Excel file of this information is usually available from the front office.



### 21ST CENTURY SKILLS

In this lesson, students think critically about their marketing and coverage in previous years and use that information to make a plan for this year.



### COMMON CORE STATE STANDARDS

#### ELA-Literacy.SL.9-12.1, CCRA.SL.1

Initiate and participate effectively in a range of collaborative discussions.

#### ELA-Literacy.SL.9-12.1b

Work with peers to promote civil, democratic discussions.

#### ELA-Literacy.SL.9-12.1d

Respond thoughtfully to diverse perspectives.

#### ELA-Literacy.W.9-12.4, CCRA.W.4

Produce clear and coherent writing that is appropriately organized.

#### ELA-Literacy.W.9-12.5, CCRA.W.5

Plan, revise, edit, rewrite or try a new approach.

#### ELA-Literacy.W.9-12.6, CCRA.W.6

Use technology to produce and publish shared writing products.

#### ELA-Literacy.W.9-12.7, CCRA.W.7

Conduct short research projects to answer a question.



### ISTE STANDARDS

**2A:** Publish, employing a variety of digital environments and media.

**2B:** Communicate ideas effectively using a variety of media.

**2D:** Contribute to project teams to produce original works.

**3B:** Ethically use information from a variety of sources and media.

**4A:** Identify authentic problems and questions for investigation.

**4B:** Plan and manage activities to develop a solution or complete a project.

**4C:** Collect data to identify solution and/or make informed decisions.

**Do you have an idea for a 7-Minute Starter?** Email us at [7-Minutestarters@jostens.com](mailto:7-Minutestarters@jostens.com)

# Creating a Book People Want to Buy

Break into small groups to tackle the questions below, referencing last year's yearbook for answers.

1. Find out the number of students who attend your school. Then find out the percentage of students who buy the yearbook.  
Number of students total:  
Percent that buy the yearbook:
2. Before you were on staff, what was the FIRST thing you looked for when you got your yearbook (after looking at the cover).
3. If you answered "yourself" to question #2, can you remember how many times and how you were covered in the yearbook? Why were you satisfied or dissatisfied with the coverage of you?
4. Think of a "popular" student at your school. Next, using last year's yearbook as a resource, count how many times that student appeared in your index and explore how they were covered. Was it meaningful coverage? Why or why not?
5. Using your index, find a student you know who was not covered more than once in your yearbook. How would it feel to be that person? What can you do to make the yearbook meaningful and special to everyone?

As a group, discuss each research group's findings and discuss the following questions:

1. What do people look forward to in our yearbook?
2. What events, topics and sports have we covered well in the past? What is covered the SAME way every year?
3. What does our index look like? How often are "popular kids" covered? Why? Does our coverage reflect the philosophy that everyone has a story and it's our job to find it?
4. Is the coverage evenly distributed between sports, academics, clubs, personality profiles and schoolwide events?
5. Are we covering stories and events that are unique to the year, giving people a reason to buy a yearbook every year?
6. Do you have a yearbook for every year you have been in school? Why or why not?

# Creating a Marketing Campaign

Every business needs a strong marketing team. Successful marketing strategies begin with looking at data from previous years and campaigns to determine actions for moving forward. For this activity, you will need to know last year's yearbook sales strategies and numbers.

How many sales campaigns were run last year?

How many yearbooks were sold last year?

When do you need to declare the number of yearbooks you want to order?

What is your yearbook sales goal for this year? (How many books do you want/need to sell?)

In your school, who typically pays for the yearbook, the parents or the students?

## LOOKING BACK:

1. When was the first sales campaign?

What activities occurred to market the book?

What technology/social media were used?

How did your campaign reach the people who pay to purchase the book?

How many books were sold?

2. When was the second sales campaign?

What activities occurred to market the yearbook?

What technology/social media were used?

How did your campaign reach the people who pay to purchase the yearbook?

How many books were sold?

3. What other sales campaigns were conducted?

What activities occurred to market the yearbook?

What technology/social media were used?

How many yearbooks were sold?

4. Did your school have an end-of-year celebration event? Was the yearbook included in that event?

# Creating a Marketing Campaign (cont.)

Every business needs a strong marketing team. Successful marketing strategies begin with looking at data from previous years and campaigns to determine actions for moving forward. For this activity, you will need to know last year's yearbook sales strategies and numbers.

## LOOKING FORWARD:

**Look at your preceding answers as you answer the following questions.**

These marketing activities were successful because:

These marketing activities were not successful because:

**Look at your answers to the two preceding questions.**

Devise a theory about why certain marketing activities are successful.

Design a way to improve at least one marketing strategy that was used last year.

Propose an alternative idea for at least one strategy that was not successful.

Propose a yearbook marketing strategy for the year, including at least three campaigns and a celebration event. When will the campaigns occur? What activities will happen? What technology will you use? How many yearbooks do you want to sell during each sales push?

## SALES CAMPAIGN #1

Dates:

Sales goal:

What activities will occur to market the book?

What technology/social media will be used?

People and supplies needed:

# Creating a Marketing Campaign (cont.)

Every business needs a strong marketing team. Successful marketing strategies begin with looking at data from previous years/campaigns to determine actions for moving forward. For this activity, you will need to know last year's yearbook sales strategies and numbers.

## SALES CAMPAIGN #2

Dates:

Sales goal:

What activities will occur to market the yearbook?

What technology/social media will be used?

People and supplies needed:

## SALES CAMPAIGN #3

Dates:

Sales goal:

What activities will occur to market the yearbook?

What technology/social media will be used?

People and supplies needed:

## CELEBRATION EVENT

Your yearbook celebrates everyone in your school, so it only makes sense to include the distribution of it in an all-school picnic, a pep rally, an all-school slide show set to music or an event of your own making.

Date of Event:

What activities will occur?

People and supplies needed: