

**HOW TO SELL
MORE
YEARBOOKS
USING HJ SEND AND SELL**

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SALES ASSIST AND SEND & SELL

- Available through eDesign (but you can still use a similar method if you don't use eDesign!)
- Send email messages via Herff Jones, providing templates and graphics designed to match that series of email messages.

SUCCESS STORIES

- A rep had all schools on a closely controlled marketing campaign, in which there were three main price/date tiers that are marketed using the “valued” price (the highest price tier) through discount and coupon verbiage/images. Between 2 PM and 3 PM, an email was sent to three schools that participated in this “beta” experiment.
- The second and last chance to buy the yearbook at a discounted price ended yesterday. Today, parents would have to pay “full/regular” price (which is actually the highest markup price/tier). This coincided with the postcards that the Order Center mailed out which advertised a “Special Limited time offer! Special pricing if ordered before Dec. 15”

SUCCESS STORIES

- The subject line of the email sent read like this: “Final hours! \$10 off YCHS Yearbook almost over” (Verbiage taken directly from an email from special sale/coupon king JCPenney)
- The body of the email was customized with just the first name of the student and then kept simple with just a few lines of key text.
 - One of the three schools was an InDesign school. So for this school, adviser used a copy of the template with student names removed (and customized the school code and price). The adviser then had the office send the information to parents via their communication methods: email, text, and their parent portal.

SUBJECT: Final hours! \$10 off WCHS Yearbook almost over

YEARBOOKS ON SALE!

ORDER YOURS TODAY



The last opportunity to save money on a yearbook for David ends today! Save \$10 when you purchase by midnight tonight.

Go to www.YearbookOrderCenter.com to order with just a few clicks. Order number: 16273

Pay full price (\$85) starting tomorrow.

Email sent by Willow Canyon High School Yearbook Staff.

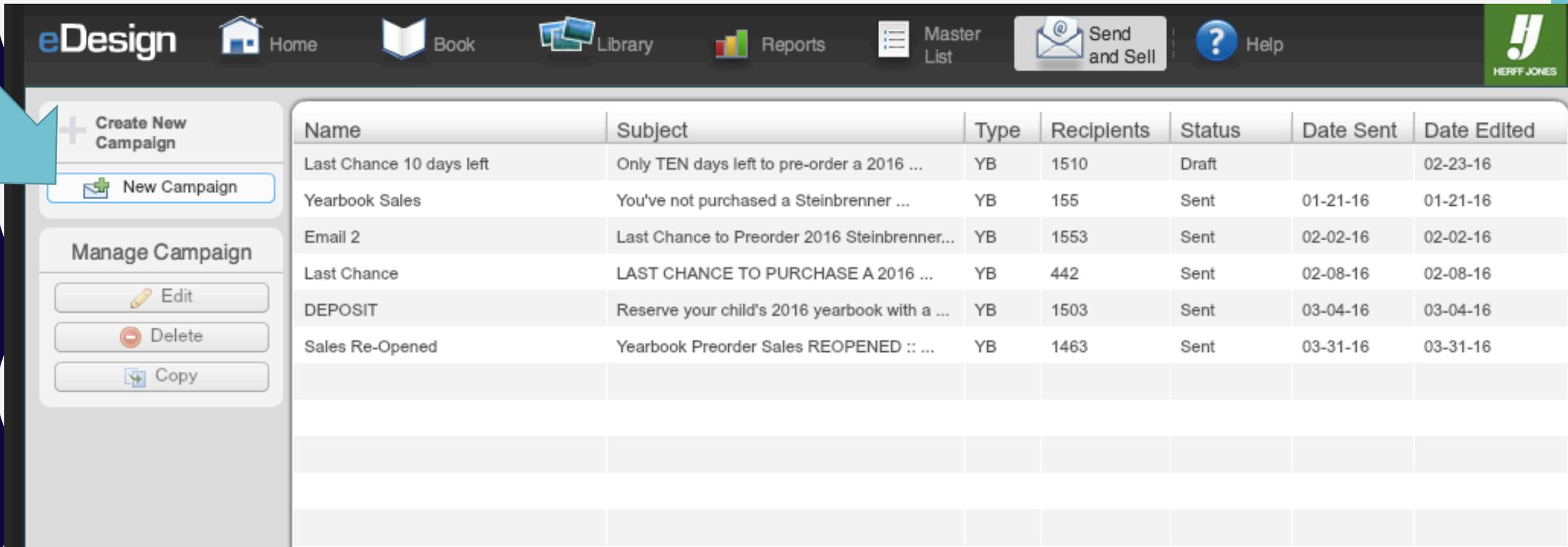
THE RESULTS

- Within just minutes of sending out the email, orders started coming in. Then, between that hour and midnight, this is what happened.
- School #1: 10% more orders than where they were at before 2:00 PM (25 books within 9 hours).
- School #2 (the InDesign school): 10% more orders than where they were at before 2:00 PM (31 books within 9 hours).
- School #3: 11% more orders than where they were at before 2:00 PM.

WHAT MAKES THEM BUY:

- having a worthwhile special offer to advertise (\$10 off).
- the effectiveness of a short window of time to respond.
- an easy workaround for InDesign schools and schools that don't want to release email addresses (yet!).
- the incredible return on investment. A few clicks from your computer is a lot easier and less time-consuming than all the labor that goes into a table setup at an event or lots of other marketing efforts. In the business world, this would be a very impressive “customer acquisition rate” or “cost per action” rate when you factor in all the variables.

HOW TO:



The screenshot displays the eDesign software interface. The top navigation bar includes icons for Home, Book, Library, Reports, Master List, Send and Sell, and Help. The left sidebar contains a 'Create New Campaign' section with a 'New Campaign' button, and a 'Manage Campaign' section with 'Edit', 'Delete', and 'Copy' buttons. The main area features a table with columns for Name, Subject, Type, Recipients, Status, Date Sent, and Date Edited. A blue arrow points to the 'New Campaign' button.

| Name | Subject | Type | Recipients | Status | Date Sent | Date Edited |
|--------------------------|---|------|------------|--------|-----------|-------------|
| Last Chance 10 days left | Only TEN days left to pre-order a 2016 ... | YB | 1510 | Draft | | 02-23-16 |
| Yearbook Sales | You've not purchased a Steinbrenner ... | YB | 155 | Sent | 01-21-16 | 01-21-16 |
| Email 2 | Last Chance to Preorder 2016 Steinbrenner... | YB | 1553 | Sent | 02-02-16 | 02-02-16 |
| Last Chance | LAST CHANCE TO PURCHASE A 2016 ... | YB | 442 | Sent | 02-08-16 | 02-08-16 |
| DEPOSIT | Reserve your child's 2016 yearbook with a ... | YB | 1503 | Sent | 03-04-16 | 03-04-16 |
| Sales Re-Opened | Yearbook Preorder Sales REOPENED :: ... | YB | 1463 | Sent | 03-31-16 | 03-31-16 |
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HOW TO:

Send and Sell Campaign Builder ✕

Name & Subject Message Recipients Review & Send

Select Campaign Type

Once a campaign type is selected and entered, it cannot be changed

Yearbook Campaign

This type of campaign is directed toward yearbook sales. Users have the ability to inform the email recipient how many times and on what pages a particular student appears in the book. The source of these counts is configurable, in that you can look at coverage thresholds based on the content on just submitted pages, or on all the pages in your yearbook.

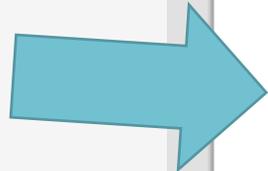
Ad Campaign

This type of campaign does not consider a recipient's appearance in the book, and is targeted at promoting yearbook ad sales.

Edit Campaign Name and Message Subject

***What is your email campaign name?**
(Not visible to recipients) 200 Character Limit

***How would you like the subject line of your email to read?**
(Visible to recipients) 200 Character Limit



HOW TO:

Send and Sell Campaign Builder ✕

Name & Subject Message Recipients Review & Send

Select Campaign Type

Once a campaign type is selected and entered, it cannot be changed

Yearbook Campaign

This type of campaign is directed toward yearbook coverage. It provides the ability to inform the email recipient how many pages a particular student appears in the book. The number of pages counts is configurable, in that you can look at counts based on the content on just submitted pages, or all pages in your yearbook.

Ad Campaign

This type of campaign does not consider a recipient's appearance in the book, and is targeted at promoting yearbook ad sales.

Edit Campaign Name and Message Subject

***What is your email campaign name?**
(Not visible to recipients) 200 Character Limit

***What is the subject line of your email to read?**
200 Character Limit

 Gathering Coverage Details...

HOW TO:

Send and Sell Campaign Builder X

Name & Subject Message Recipients Review & Send

Select Campaign Type

Once a campaign type is selected and entered, it cannot be changed

Yearbook Campaign

This type of campaign is directed toward yearbook sales. Users have the ability to inform the email recipient how many times and on what pages a particular student appears in the book. The source of these counts is configurable, in that you can look at coverage thresholds based on the content on just submitted pages, or on all the pages in your yearbook.

Ad Campaign

This type of campaign does not consider a recipient's appearance in the book, and is targeted at promoting yearbook ad sales.

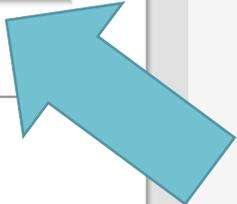
Edit Campaign Name and Message Subject

***What is your email campaign name?**
(Not visible to recipients) 200 Character Limit

Last Chance

***How would you like the subject line of your email to read?**
(Visible to recipients) 200 Character Limit

Final Hours to Purchase a SHS Yearbook!



HOW TO:

The screenshot displays the 'Send and Sell Campaign Builder' application window. The title bar reads 'Send and Sell Campaign Builder' with a close button (X) on the right. Below the title bar is a navigation menu with four tabs: 'Name & Subject' (with a green checkmark), 'Message' (the active tab), 'Recipients', and 'Review & Send'.

The main workspace is divided into two columns. The left column contains three sections: 'Select a Header' with a dropdown menu showing 'Yearbooks On Sale' and 'Were In It Together'; 'Select a Color' with a row of ten color swatches (blue, yellow, green, light blue, light green, pink, orange, purple, red, yellow); and 'Select a Message' with two options: 'Yearbook First Sales Message' and 'Yearbook Second Sales Message'. At the bottom of this column is an 'Add Image to Email (optional)' section with an empty rectangular box.

The right column is titled 'Type in Message to Customize' and features a dropdown menu labeled 'Insert Dynamic Text'. The main content area shows a preview of an email header with a blue banner that says 'YEARBOOKS ON SALE!' in white, bold, uppercase letters. Below the banner, the text 'ORDER YOURS TODAY' is displayed in a smaller, blue, uppercase font. The preview is surrounded by decorative blue snowflake and gear icons. A vertical scrollbar is visible on the right side of the preview area.

At the bottom of the application window, there are three buttons: 'Previous' on the left, 'Save and Close' in the center, and 'Next' on the right.

HOW TO:

Send and Sell Campaign Builder ✕

Name & Subject **Message** Recipients Review & Send

Select a Header

Yearbooks On Sale

Were In It Together

Select a Color

Select a Message

Yearbook First Sales Message

Yearbook Second Sales Message

Add Image to Email (optional)

Type in Message to Customize



HOW TO:

Send and Sell Campaign Builder

Name & Subject ✓ Message Recipients Review & Send

Select a Header

Yearbooks On Sale

Were In It Together

Select a Color

Select a Message

Yearbook First Sales Message

Yearbook Second Sales Message

Add Image to Email (optional)

Type in Message to Customize

Insert Dynamic Text

WE'RE IN IT TOGETHER.
ORDER YOUR YEARBOOK TODAY

Hi,

According to our records, [Student Full Name] has not yet purchased a copy of the 2017 [School Name] yearbook. We'd hate for [Student First Name] not to get a book on yearbook delivery day. Click [HERE](#) to see what options are available.

Thanks in advance,

The 2017 [School Name] Yearbook Staff

Previous Save and Close Next

HOW TO:

The screenshot shows a software window titled "Send and Sell Campaign Builder" with a close button (X) in the top right corner. The interface is divided into four tabs: "Name & Subject" (with a green checkmark), "Message" (the active tab), "Recipients", and "Review & Send".

The "Message" tab is split into two main sections:

- Left Panel (Configuration):**
 - Select a Header:** A dropdown menu with "Yearbooks On Sale" selected, and "Were In It Together" highlighted below it.
 - Select a Color:** A row of ten colored squares: blue, yellow, green, light green, pink, orange, red, yellow, light blue, and purple.
 - Select a Message:** A dropdown menu with "Yearbook First Sales Message" selected, and "Yearbook Second Sales Message" highlighted below it.
 - Add Image to Email (optional):** An empty rectangular box.
- Right Panel (Preview):**
 - Type in Message to Customize:** A text input field with a dropdown menu labeled "Insert Dynamic Text".
 - Preview Content:** A decorative header with blue gears and snowflakes. The main text reads "WE'RE IN IT TOGETHER." in large white letters on a blue background, with "ORDER YOUR YEARBOOK TODAY" in smaller blue letters below it.
 - Body Text:** A text area containing the following text:

Hi,

We wanted to remind you that the deadline to order a yearbook is approaching. According to our records, [Student Full Name] has not yet purchased a copy of the 2017 [School Name] yearbook. We'd hate for [Student First Name] not to get a book on yearbook delivery day. Click [HERE](#) to see what options are available.

Thanks in advance,

The 2017 [School Name] Yearbook Staff

At the bottom of the window, there are three buttons: "Previous", "Save and Close", and "Next".

HOW TO:

Send and Sell Campaign Builder

Name & Subject ✓ Message ✓ **Recipients** Review & Send

New List Refresh List Delete List

Search Grade All Grades

| First Name | Middle Name | Last Name ▲ | Email | Grade | Included |
|-----------------------------|-------------|-------------|-------|-------|----------|
| Create a new recipient list | | | | | |

Previous Save and Close Next

HOW TO:

New Recipient List

Recipient List

Report Filter

Times in YB

● Low (0-1)

● Moderate (2-2)

● Good (3-4)

● Excess (5 or more)

Grade

Bought Book

Bought Ad

Coverage counts based on submitted pages only

All Master List Entries (0)

Search

| Times in YB | First Name | Middle Name | Last Name ▲ | Grade | Gender | Bought Book | Bought Ad |
|---|------------|-------------|-------------|-------|--------|-------------|-----------|
| There are no results matching your filter and/or search criteria. | | | | | | | |

TIPS AND TRICKS

- Messages sent on Tuesday and Thursday afternoons seem to get the best response rate.
- Messages with a quick timeframe for the call to action, typically within 24-48 hours and no more than a week, also seem to do best
- If doing a follow-up email campaign after a substantial amount of books are already sold, it helps to include a quantity like, “Only 63 yearbooks left!”

TIPS AND TRICKS

- Presenting the last chance to buy before a pricing tier increase as a savings also motivates action. Instead of saying “prices will go up” saying “Last chance to save \$10!” presents a price increase in a more positive and motivating way.
- Emails targeted just to non-buyers and using the coverage filters available get better responses.
- As with all marketing messages I think it’s important to aim for creating awareness, building trust in the book/staff and including a clear call-to-action.