

Francis Howell North Publications

MARKETER OF THE YEAR

@FHNTODAY | BRADY FORBES

STATEMENT

My name is Brady Forbes, and I am currently a sophomore in the Francis Howell North Media Program's yearbook staff. Throughout the year, I have contributed to the promotion and sale of the Francis Howell North Excalibur Yearbook in a variety of ways. Some of such include the posting of videos to the *fhntoday* Instagram & Tiktok accounts, designing of graphics for the Instagram and Facebook accounts, non-buyer notes, and a yearbook giveaway. Through these promotions, I have been able to spread awareness and develop a sense of excitement surrounding the Excalibur Yearbook.

It's been a long and amazing year; certainly one of growth as well as failure for me. I started out the year not having a single sliver of knowledge retaining to marketing, promoting, or social media; much less doing it to sell my schools yearbook. Despite this, I tried my best to learn the in's and out's of marketing. I learned to utilize CapCut to edit videos, Canva to design many types of graphics, and Agorapulse to post efficiently across the *fhntoday* accounts. Starting in October, I put into motion mainly social media videos. At this point in the year, I used the *fhntoday* Instagram and Tiktok accounts to effectively push yearbook content to hundreds of students. For example, during National Yearbook Week in October, I created a video that shared teachers past yearbook photos and incorporated our yearbook theme; WOAHH! You have got to see this; by including teachers reactions to their yearbook photo. This video garnered a huge spike in yearbook sales, 55 books, and created a buzz around the Excalibur Yearbook in the student body.

Towards the end of first semester and in second semester, I started to branch out and expand my promotion types. To illustrate, I tinkered with graphics designed through canva, planned and executed my first ever giveaway which was valentines themed, and created and distributed non-buyer notes. This instilled the increasing importance of one very essential component of any marketing job: planning. In my role, when I was working on virtually any promo, planning was a huge part of the process. A good example of this was the Valentines Giveaway. It required me to ask questions about how I would spread the word, how long the giveaway would last for, when the winners would be announced, and how I would announce the winners. This giveaway sold an additional ten books, hitting 631 books sold at the end of February. Although ten books was a much lower number than the goal of 20-30 additional sales, I learned that giveaways required weeks in advance of planning as there are so many different parts that make up a giveaway.

Last but not least, graphics. From giving updates about the giveaway to promoting autograph pages that students could stick in their yearbooks, graphics were a huge part of marketing in second semester. The autograph page graphics increased sales and the attractiveness of the yearbook because it instilled excitement in the student body. 95 books were sold in May thanks to the autograph pages. At the end of the year I also created weekly posts counting down to the last day to buy a yearbook. This gave students and parents a deadline, pushing them to buy their yearbook now instead of later. At the same time, I increasingly started posting to the *fhntoday* Facebook page. This allowed me to tap in to a new audience of parents who would be more likely to buy because of the given deadline. Furtherly, this increased the overall size of people who saw yearbook content.

And so, by tapping into different target audiences, using different marketing strategies, and learning along the way, I was able to increase the sales of the Excalibur Yearbook and create a year of growth that increasingly expanded my arsenal of skills.

VIDEOS

- Videos were very important when advertising the Excalibur Yearbook. This type of promo targeted at large the student body through trends that were posted on the *fhntoday* socials.
- Trendy videos were only the tip of the iceberg. Throughout the year, videos also showed the FHN yearbook staff itself and celebrated different events quickly and effectively.

National Yearbook Week

To celebrate National Yearbook Week from Oct. 7th to 11th, this video included past yearbook pictures of teachers. The video also incorporated the teachers reactions to their pictures which fit perfectly with the reaction theme of the Excalibur Yearbook.

Links:

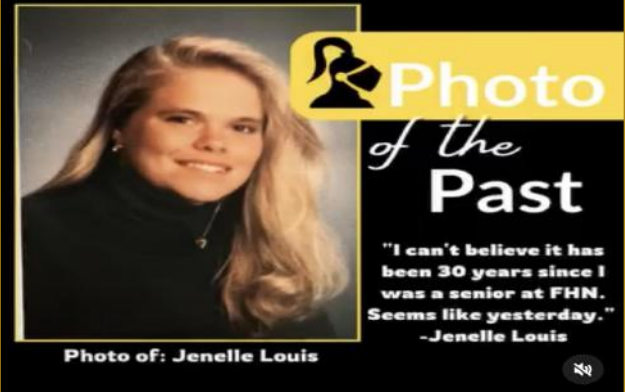
- <https://www.instagram.com/p/DBAVQvcPr5N/>

Instagram Statistics:

 Reach	1,031	 Engagement	150
Number of unique people that have seen this post.		Number of unique people who engaged with this post (i.e. commented, liked).	
 Views	2,189	 Likes	141
The number of times your reel starts to play or replay		Number of likes on this post	
 Comments	0	 Saved	4
Total number of likes and comments on this post.		Number of times this post has been saved	

In celebration of
**National Yearbook
Week...**

Teachers of FHN
past yearbook
photos!



Pov: Yearbook Agents

During February and March, a trend came about that had a group of people hit random things as a reaction to something “upsetting”. This video was a yearbook version of the trend and was used to make students aware of the time they had left to buy.

Links:

- <https://www.instagram.com/p/DHMUAKPgFkl/>

Instagram Statistics:

Reach Number of unique people that have seen this post.	2,839	Engagement Number of unique people who engaged with this post (i.e. commented, liked).	213
Views The number of times your reel starts to play or replay.	4,685	Likes Number of likes on this post.	199
Comments Total number of likes and comments on this post.	2	Saved Number of times this post has been saved.	1

TikTok Statistics:

Reach Number of unique people who have seen this video.	184	Video completion rate Average time people spent watching the video over the total video duration.	30.8%
Video replays Number of times the video was replayed (total impressions minus post reach).	68	Watched Fully Number of times people watched the video until the end.	10
Engagement Total number of likes, comments and shares on this post.	16	Impression Number of times this video has been seen.	252



Wait... They Don't Know

This video is an example of another trend-focused video. The video was designed to target the student body and encourage them to buy. In addition, this was video was used to spread awareness about a price increase that would occur over Winter Break.

Links:

- <https://www.instagram.com/p/DCXG97HKy6Z/>

Instagram Statistics:

Reach Number of unique people that have seen this post.	1,240	Engagement Number of unique people who engaged with this post (i.e. commented, liked).	132
Views The number of times your reel starts to play or replay.	2,573	Likes Number of likes on this post.	125
Comments Total number of likes and comments on this post.	0	Saved Number of times this post has been saved.	1

TikTok Statistics:

Results Number of unique people who have seen this video.	695	Video completion rate Average time people spent watching the video over the total video duration.	36.9%
Video replays Number of times the video was replayed (post impressions minus post reach).	149	Watched Fully Number of times people watched the video until the end.	45
Engagement Total number of likes, comments and shares on this post.	47	Impressions Number of times this video has been seen.	844
Likes Number of likes on this video.	44	Comment Number of comments this video has received.	0



Senior Editor Farewell

Another way videos were used was celebrating the last day of for senior Editors in our seventh hour. At the start of the year, each person on staff created their own lucky ducky. This video shows the senior editors pulling them off on their last day of school.

Links:

- <https://www.instagram.com/p/DKOEblMs3mz/>

Instagram Statistics:

Reach	2,066	Engagement	179
Number of unique people that have seen this post.		Number of unique people who engaged with this post (i.e. comments, likes).	
Views	3,934	Likes	165
The number of times your reel starts to play or replay.		Number of likes on this post.	
Comments	0	Saved	2
Total number of likes and comments on this post.		Number of times this post has been saved.	

TikTok Statistics:

Reach	144	Video completion rate	22.9%
Number of unique people who have seen this video.		Average time people spent watching the video over the total video duration.	
Video replays	54	Watched Fully	14
Number of times the video was replayed (post impressions minus post reach).		Number of times people watched the video until the end.	
Engagement	22	Impression	198
Total number of likes, comments and shares on this post.		Number of times this video has been seen.	



GRAPHICS & GIVEAWAYS

- Graphics were another important aspect of marketing the Excalibur Yearbook. Their eye catching visuals attracted excitement and interest to the yearbook.
- Giveaways were also featured to attract sales.

Valentines Giveaway Graphic

During February, I worked on a Valentines giveaway that had three drawing: two for gift cards, and one for a free yearbook. This graphic which doubled as a flyer spread the word and successfully sold an additional eleven books.

Links:

- <https://www.instagram.com/p/DF5boRyqI92/>

Instagram Statistics:

 Reach	1,232	 Comments	0
Number of unique people that have seen this post.		Total number of likes and comments on this post.	
 Likes	70	 Saved	0
Number of likes on this post.		Number of times this post has been saved.	
 Engagement	72		
Number of unique people who engaged with this post (i.e. commented, liked).			

Facebook Statistics:

 Reach	153	 Engagement	4
Number of unique people that have seen this post.		Number of interactions with this post (reactions, comments, shares, clicks and other clicks).	
 Organic reach	153	 Paid reach	0
Number of unique people who saw this post through unpaid distribution.		Number of unique people who saw this post through paid distribution such as a Facebook ad.	
 Clicks	3	 Other clicks	1
Number of clicks anywhere in your post.		Number of non-content clicks on the post (like clicks on "see more", clicks on profiles names, etc.)	



Weeks Left To Buy Saga

In May and June, I designed and posted multiple graphics that counted down to the final buy date of June 13th. I posted these graphics to the Instagram and Facebook accounts to target parents. This was a very quick and effective way to increase sales.

Links:

- https://www.instagram.com/p/DKTXzXHtVn4/?img_index=1
- https://www.instagram.com/p/DJ_rg69qBLp/?img_index=1
- https://www.instagram.com/p/DJtrKOiqnbP/?img_index=1

Two Weeks Left:



Four Weeks Left:



Three Weeks Left:



Senior Breakfast Graphic

After announcing that autograph pages were available in the North Star Newspaper in early May, this graphic targeted Seniors. This created more student interaction and exposure to yearbook content. Furtherly, it worked along with other posts to sell 95 books in may and brang the total to 764 books sold overall.

Links:

- https://www.instagram.com/p/DKKv9x-K3_X/?img_index=1

Instagram Statistics:

 Reach	1,227	 Comments	0
Number of unique people that have seen this post.		Total number of likes and comments on this post.	
 Likes	118	 Saved	1
Number of likes on this post.		Number of times this post has been saved.	
 Engagement	138		
Number of unique people who engaged with this post (i.e. commented, liked).			

TikTok Statistics:

👁️ Reach	299	🎯 Video completion rate	100.0%
Number of unique people who have seen this video.		Average time people spent watching the video over the total video duration.	
🔄 Video replays	84	👁️ Watched Fully	27
Number of times the video was replayed (post impressions minus post reach).		Number of times people watched the video until the end.	
👍 Engagement	10	👁️ Impression	383
Total number of likes, comments and shares on this post.		Number of times this video has been seen.	



SPREADING AWARENESS & INFORMATION

- The spread of information is and was crucial to this year's marketing. It effectively helped yearbook-related events with exposure and fluidity.
- Through many of the posts made this year, awareness to yearbook content was heightened.

Price Increase

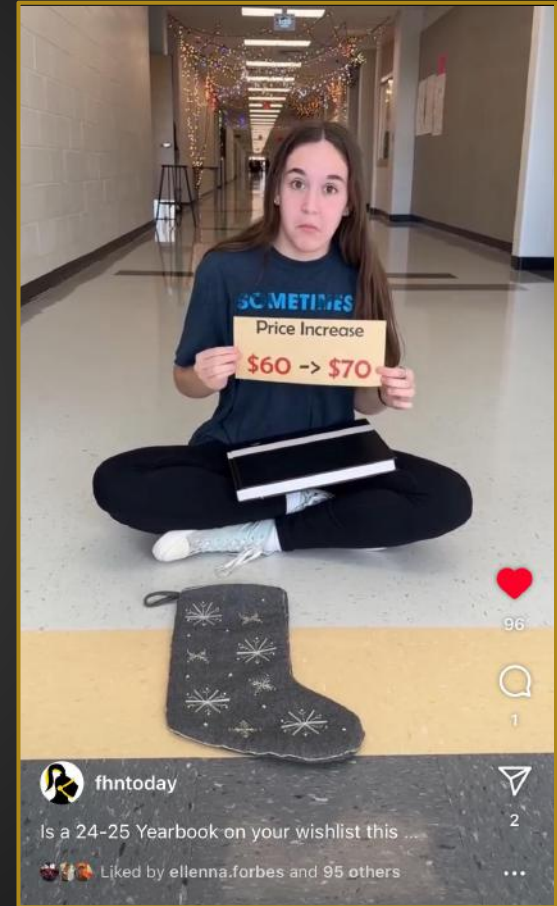
This video was posted to emphasize the price increase that would happen during Winter Break. This helped sell more books because it tapped into people's natural want to get the best deal.

Links:

- <https://www.instagram.com/p/DDPwZzWsjQH/>

Instagram Statistics:

Reach Number of unique people that have seen this post.	1,432	Engagement Number of unique people who engaged with this post (i.e. commented, Replied).	99
Views The number of times your reel starts to play or replay	2,702	Likes Number of likes on this post.	96
Comments Total number of likes and comments on this post.	1	Saved Number of times this post has been saved	0



WOAH! Have You Seen It?

This post consisting of a slide of graphics, was the big announcement about the new autograph pages. The promotion of the autograph pages brought together the student body immensely and reached more students who would sign the pages.

Links:

- https://www.instagram.com/p/DJWgB3FKKbO/?img_index=1

Instagram Statistics:

 Reach	1,349	 Comments	1
Number of unique people that have seen this post.		Total number of likes and comments on this post.	
 Likes	87	 Saved	1
Number of likes on this post.		Number of times this post has been saved.	
 Engagement	101		
Number of unique people who engaged with this post (i.e. commented, liked).			

TikTok Statistics:

 Reach	198	 Engagement	17
Number of unique people that have seen this post.		Number of interactions with this post (reactions, comments, shares, clicks and other clicks).	
 Organic reach	198	 Paid reach	0
Number of unique people who saw this post through unpaid distribution.		Number of unique people who saw this post through paid distribution such as a Facebook ad.	
 Clicks	10	 Other clicks	2
Number of clicks anywhere in your post.		Number of non-content clicks on the post (i.e. clicks on "see more", clicks on profile names, etc.)	


WOAH!
HAVE YOU
SEEN IT?



Autograph Page Stop Motion

This was another example of promoting the autograph pages to students. Junior Eshaan Patel and I worked together to execute and create the stop motion. This brought variety to yearbook content since it was a different medium which effected who would consume it.

Links:

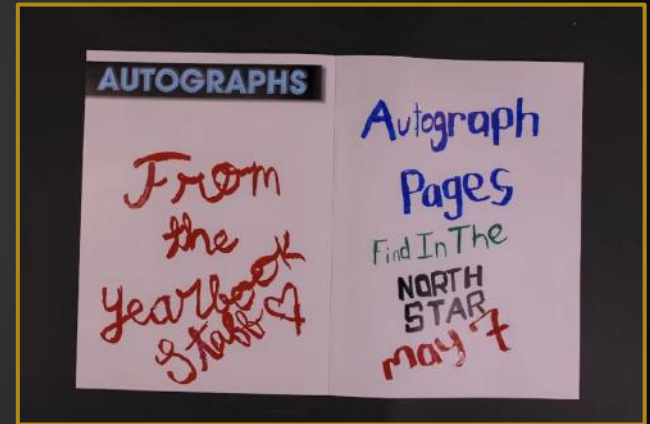
- <https://www.instagram.com/p/DJWt3gGJwkK/>

Instagram Statistics:

 Reach	1,637	 Engagement	88
Number of unique people that have seen this post.		Number of unique people who engaged with this post (i.e. commented, liked).	
 Views	2,762	 Likes	76
The number of times your reel starts to play or replay		Number of likes on this post.	
 Comments	0	 Saved	0
Total number of likes and comments on this post.		Number of times this post has been saved.	

TikTok Statistics:

 Reach	499	 Video completion rate	27.9%
Number of unique people who have seen this video		Average time people spent watching the video over the total video duration	
 Video replays	145	 Watched Fully	81
Number of times the video was replayed (post impressions minus post reach).		Number of times people watched the video until the end	
 Engagement	46	 Impression	644
Total number of likes, comments and shares on this post.		Number of times this video has been seen	



Group Photo Day Schedule

This informational graphic was created to provide students with the time slots for taking club pictures. In addition, the description stated clear and precise rules that students should follow. This helped Group Photo Day run smoother and more effectively.

Links:

- https://www.instagram.com/p/DFc1xBgqv76/?img_index=1

Instagram Statistics

Reach Number of unique people that have seen this post.	2,401	Comments Total number of likes and comments on this post.	0
Likes Number of likes on this post.	160	Saved Number of times this post has been saved.	9
Engagement Number of unique people who engaged with this post (i.e. commented, liked).	192		

Facebook Statistics:

Reach Number of unique people that have seen this post.	445	Engagement Number of interactions with this post (reactions, comments, shares, clicks and other clicks).	93
Organic reach Number of unique people who saw this post through unpaid distribution.	445	Paid reach Number of unique people who saw this post through paid distribution such as a Facebook ad.	0
Clicks Number of clicks anywhere in your post.	81	Other clicks Number of non-content clicks on the post (like clicks on "see more", clicks on profiles names, etc.)	8

GROUP PHOTO DAY SCHEDULE

GROUPS 1 & 2

	GROUP 1	GROUP 2
1st Hour - 7:25	Junior NHS	Senior NHS
1st Hour - 7:35	DECA	Scholar Bowl
1st Hour - 7:45	FBLA	FCCLA
1st Hour - 7:55	KOE	Sun Club
1st Hour - 8:05	Video Staff	News Staff
2nd Hour - 8:30	MAC Scholars	TSA/Robotics
2nd Hour - 8:40	HOSA	Black Student Union
2nd Hour - 8:50	STUCO	Speech/Debate
2nd Hour - 9:00	Mock Trial	Chess Club
3rd Hour - 9:20	Drama Club	Model UN
3rd Hour - 9:30	Thespians Officers	Esports
3rd Hour - 9:40	Concert Choir	KnightSound
3rd Hour - 9:50	Concert Band	Jazz Band

GROUP PHOTO DAY SCHEDULE

GROUPS 3 & 4

	GROUP 3	GROUP 4
1st Hour - 7:25	Sign Language Club	-
1st Hour - 7:35	Educators Rising	FCA
1st Hour - 7:45	AAA	GSA
1st Hour - 7:55	Ecology Club	Book Club
1st Hour - 8:05	Photo Staff	Sports Staff
2nd Hour - 8:30	Pickleball Club	Bowling Team
2nd Hour - 8:40	Shield Leaders	Iron Knights
2nd Hour - 8:50	Mu Alpha Theta	Winterguard
2nd Hour - 9:00	Junior Delegates	Senior Delegates
3rd Hour - 9:20	Beading Club	Goonies Leaders
3rd Hour - 9:30	Bella Voces	Aurora Treble Choir
3rd Hour - 9:40	Pep Band	-
3rd Hour - 9:50	Wind Ensemble	Yearbook Staff