

Data Set 2: In-House Marketing

Examples from Grand Blanc High School

Courtesy Ava Butzu, Adviser

ybtip#01

the person interviewing
you is just as scared as
you are. #realtalk

join our facebook page

ybtip#02

yes, we do have a cemetery
in our courtyard filled with old
yearbooks. #movingforward

join our facebook page

ybtip#03

we have about a 115 days
to complete a 375 page
yearbook. #determination

join our facebook page

ybtip#04

we will get everyone
in the yearbook twice,
maybe three times.

join our facebook page



Ava Y. Butzu

Okay, we admit it. Our ability to replicate the real parking violations was sort of freaky, but we have made designing skills on the yearbook staff! 850 of these were lovingly placed under windshield wiper blades today. We really hope it got your attention – sorry if it made your heart skip a beat!



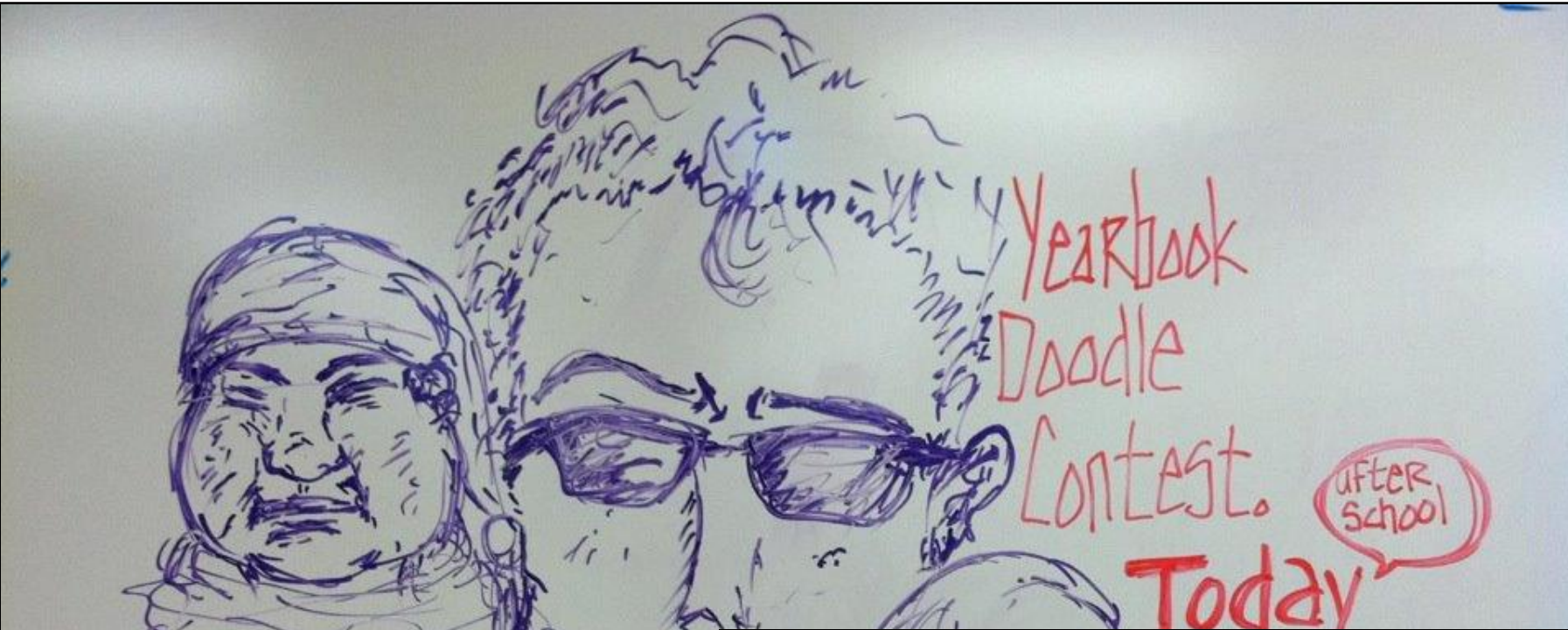
 Like ·  Comment ·  Unfollow Post ·  Share · January 31 at 7:48pm

Hey Jeremy!

Why haven't you bought a yearbook yet?!
You've been covered a few times in the book
and it's your senior year! You'll regret not
buying one. If you do choose to buy one, it's \$70
before Feb 1st, otherwise it only gets expensive
after there ☺

Thanks, Sandra Kue

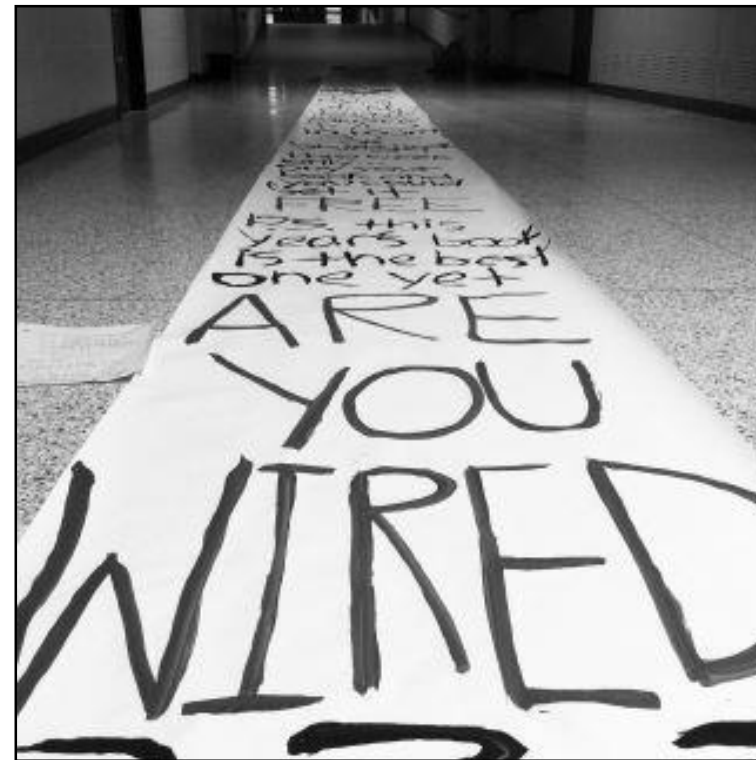




WIN GIFT CARDS + YOUR chance to be featured in the YRBK + EXCLUSIVE SNEAK PEAK!



Students expressed a little mid-year frustrations by writing letters and relieved stress with an after school yearbook doodle contest.



Interview *Business Card*

