



# The Greyhound

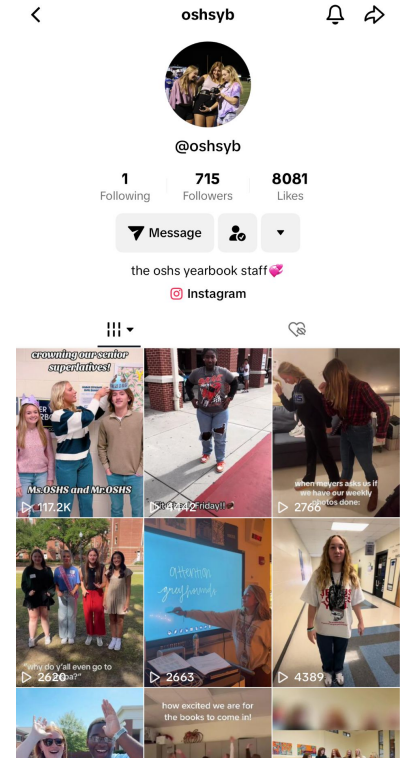
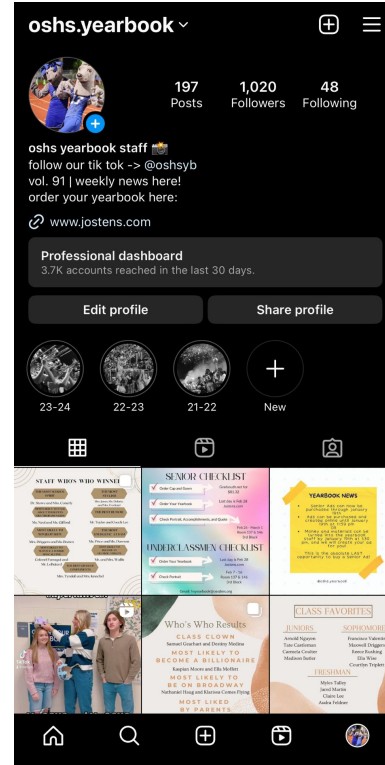
Ocean Springs High School

# “The Greyhound” - Marketing Campaign

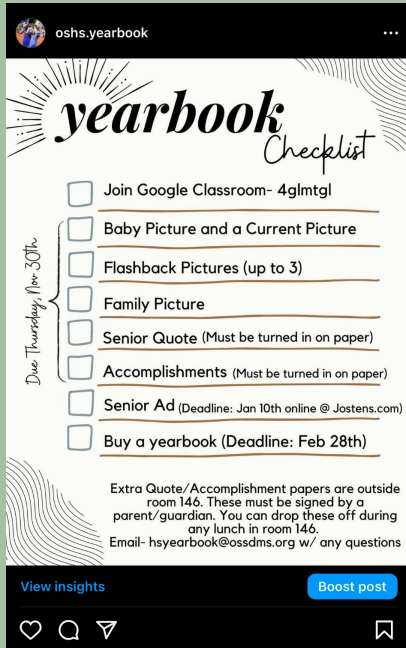
Every marketing campaign must begin with a goal. As a staff, our primary goal is always to make a book that we are truly proud to share with our community. However, it is important to consider not just the creation of the book, but the sharing of it, too. This year, we set a goal to sell 800 books. From the very beginning of the school year, we knew that a well thought out marketing plan was the key to meeting these goals. We chose to take an approach that focused on three main techniques: social media marketing, email marketing, and paid advertisements. Through these combined techniques we have been able to build our brand: “The Greyhound.” We have spent the school year continuously improving our marketing campaign and monitoring our progress, and our staff can confidently say that because of it, we have kept our student body involved and excited about the upcoming book.

# Social Media Marketing

Our primary social media accounts are on Instagram and Tik Tok, both of which we keep updated regularly with graphic reminders, photos of the student body, and fun videos.



# Instagram: @oshs.yearbook



Graphics like this are posted once a week on "Marketing Mondays." This allows us to stay consistent with posting reminders, but not overload our follower's feeds. We use these posts for important reminders, and we always include our email to maintain our brand.

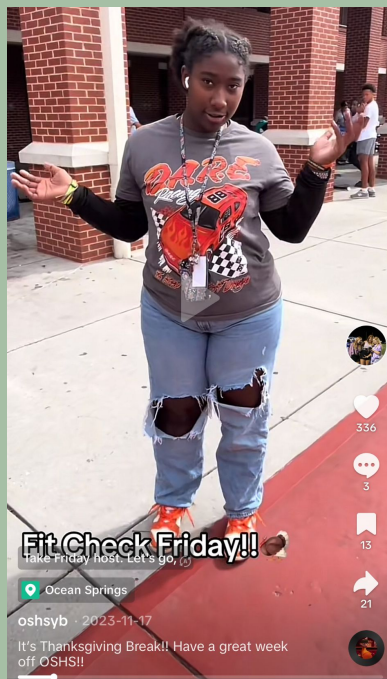


"Photo dumps" are posted every Friday. These allow us to share photos from the week, which gets students excited about the possibility of being featured in the book. Students featured in these posts often repost on their own social media accounts. This helps us gain followers and sell more books.



Reels are a more engaging way to post reminders. We typically post these on both our Tik Tok and Instagram to reach a wider range of people. This is a link to the full reel: <https://www.instagram.com/oshs.yearbook/reel/CyeXa2vO7kl/>

# Tik Tok: @oshsyb



[https://www.tiktok.com/@oshsyb/video/7325130587323485486?is\\_from\\_webapp=1&sender\\_device=pc&web\\_id=73356846417074601](https://www.tiktok.com/@oshsyb/video/7325130587323485486?is_from_webapp=1&sender_device=pc&web_id=73356846417074601)

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Tik-Toks like this one are used to make some of our more fun announcements and involve our Student Body.

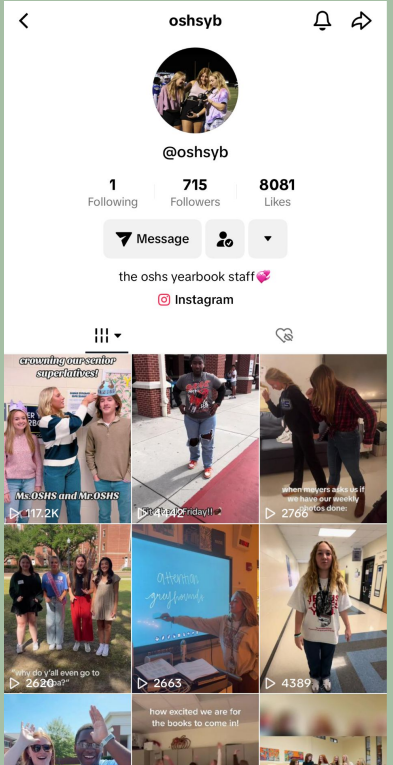
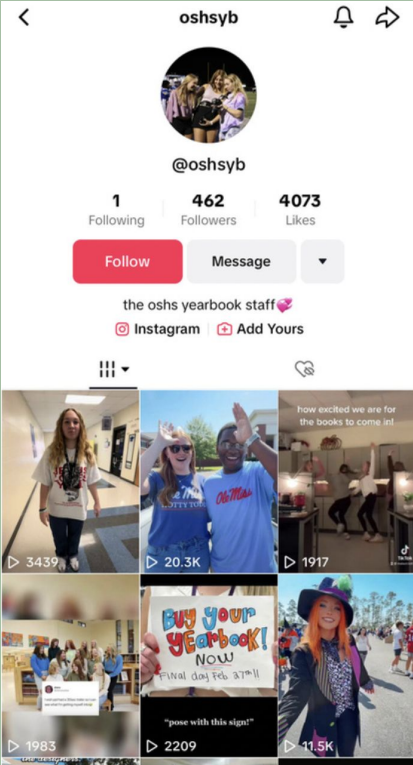
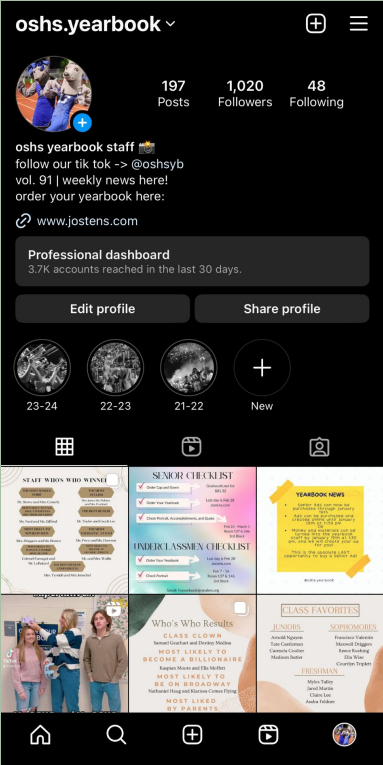
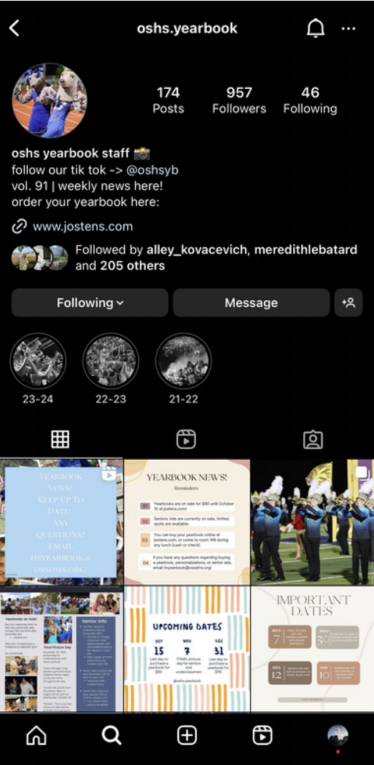
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"Fit Check Fridays" are another technique we use to build our brand. It allows us to communicate with our peers and keeps the staff and yearbook on their minds.

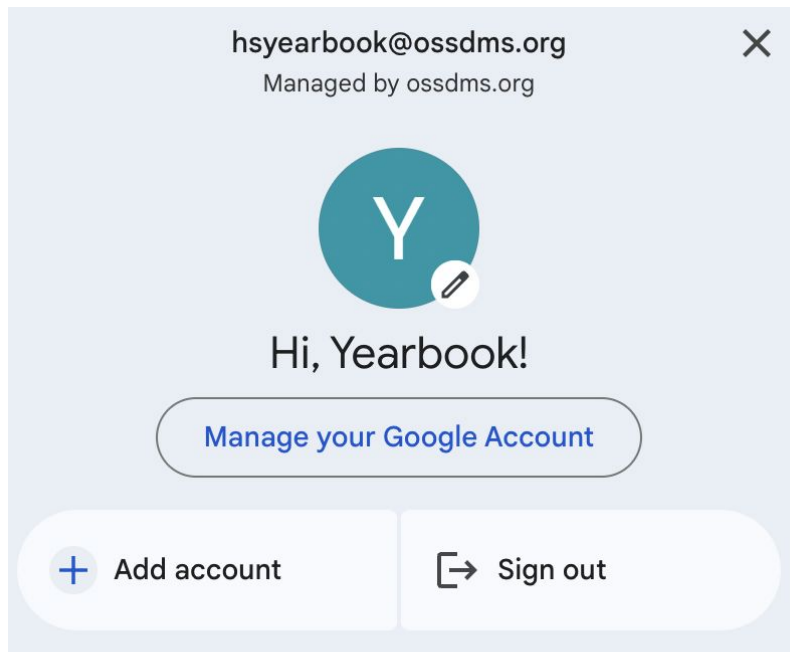
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We also use this account to follow popular trends and apply them to our own staff. This once again builds our brand and keeps the student body invested in our work.

# Account Growth



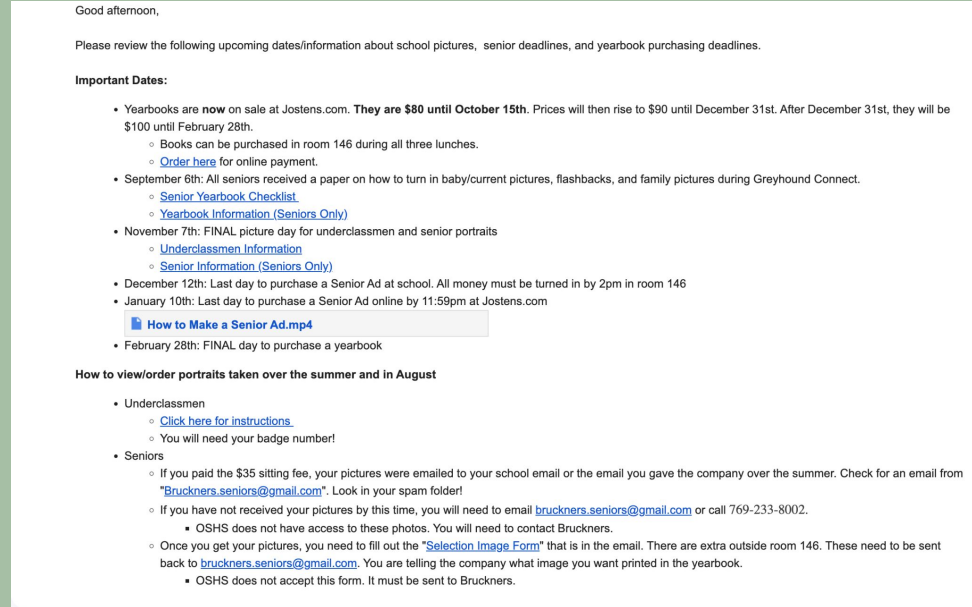
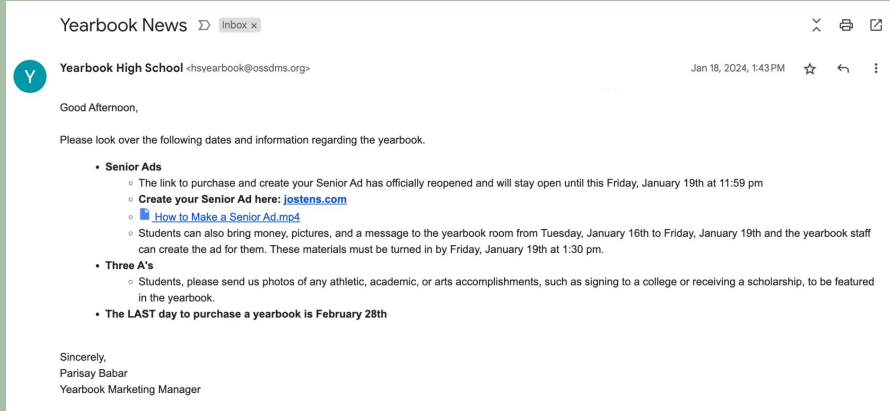
The photos on the left side of each pair were taken in October 2023, just about four months ago. The photos on the right side of each pair were taken February 2024. We have had major growth on both accounts due to our more consistent and thought-out posting. This allows us to have more outreach and advertise more effectively.



# Email Marketing

This year we made the decision to set up our email (@hsyearbook.ossdms.org) to help us build our brand. Our marketing manager sends out bi-monthly emails to ensure that parents and students are up to date on all yearbook information.

# Emails – hsyearchbook@ossdms.org



Above are examples of the emails sent twice a month. These emails are sent to every student and parent in the school. They consist of important dates, powerpoints and videos with extra information on specific topics, and hyperlinks to easily purchase yearbooks and Senior Ads. Emails are always sent from the yearbook account by our Marketing Manager. The email is always open to students or parents who have questions, and our Marketing Manager monitors it frequently and responds to emails. All of this ensures that we have an open line of communication with the community so that there are no misunderstandings.



# Paid Advertisements

We sell both Business Ads and Senior Ads. These help us fund our book and give us another opportunity to feature our community in our book.



**TOMORROW**

is the last day to  
purchase and create  
a Senior Ad online

@oshs.yearbook

# Senior Ads

Parisay Barber



Parisay,

You are completing a milestone in your life and transitioning to a new chapter. You have done this with a quiet strength, that often leaves us in awe of our youngest born. Coupled with this grit are your organizational and leadership abilities that make you the beautiful, complex, confident, individual that you are. You fill us with pride and love everyday.

Wishing you all the best life can offer, and praying for success in any endeavor you embark on.

Love,  
Mom, Dad, Maham, and Nashin



Michelle Smith



To our dearest Shell Bell-

As we reflect upon the journey that has brought us to this very moment, we are filled with immeasurable pride and joy. You have blossomed into a remarkable young woman, with infinite potential and a heart that radiates kindness and compassion.

As you go forward, remember success is not merely measured by your accomplishments or the grades you achieve. It is an amalgamation of personal growth, resilience, and the impact you have on others. So, let kindness be your compass, and always lend a helping hand to those in need. Your compassionate heart will leave an indelible mark on the world we inhabit.

May your journey be filled with adventures, laughter, and beautiful memories that will shape you into the extraordinary person we know you are destined to become. With all our love,  
Your forever proud mom and dad



- Senior Ads can be created by the student or family themselves, or they can be created by our yearbook staff. This gives families an opportunity to take creative liberties if they wish.
- Senior Ads are advertised on social media, in emails, and around the school. Video tutorials showing families how to create the ads themselves are included in our bi-monthly emails.
- Ads ensure that seniors are featured in the yearbook an extra time, which encourages families to purchase them.

# Business Ads

**Congratulations to Shad Hall and the entire Class of 2023!**

Shad, All of us at OS Lumber & Supply are very proud of you. You have a wonderful attitude, a kind spirit, and great work ethic. You will achieve all you want because of these qualities and your faith in God. We wish you the very best in your upcoming chapter and look forward to watching you grow.

*For we are God's handiwork, created to Christ Jesus to do good works, which God prepared in advance for us to do.*  
- Ephesians 2:10

**Bao Wow's**  
2400 Government St.  
Ocean Springs

**meraki | salon**  
1141 Robinson St., Ocean Springs, MS  
228-215-3933 | meraki@oceanspringsms.com

**Bonnard Book Antiques**  
718 1/2 W. Anglin Ave. Ocean Springs, Florida 32567  
228-619-2072

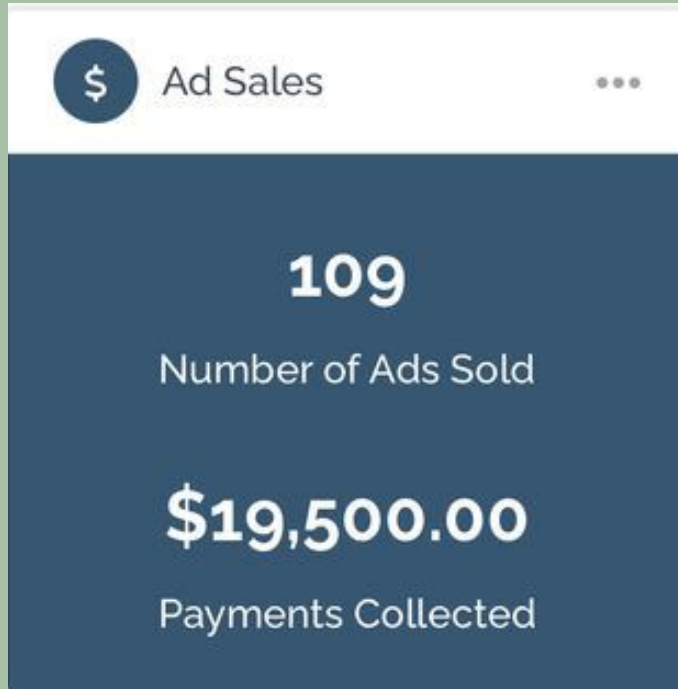
**E.E. Market**  
200 McLeod Ave., Ocean Springs, MS  
339-280-0848  
Beeville@aol.com

**MINER'S TOY STORE**  
107 McLeod Ave., Ocean Springs, Florida 32567  
228-619-2072

**Buzzy's**  
Breakfast Diner

- The yearbook staff goes out into the city and asks businesses to purchase Ads.
- This allows us to interact with our community, which simultaneously helps us to build our brand and increase our sales.
- Businesses will often shout-out employees or family members that are involved in the school, which once again gives them an extra feature in the book and typically encourages them to purchase a book.

# Ad Sales



- This year our staff sold a total of 109 Ads.
- We earned \$400 more than the previous year, exceeding our goal.
- This success was due to our more consistent social media posting, emails, and communication with businesses.

# Overall Results



Our main goal with our marketing campaign is always to sell as many yearbooks as possible. Through our use of social media, email, and paid advertising, we have managed to make immense progress in book sales. So far this year we have sold 646 copies of our book, which is only 154 copies short of our copy goal. We have sold 52 more copies than we had sold at this time last year, and with just about a month left to sell, we are confident that we will meet, or possibly even exceed, our copy goal of 800.

# “The Greyhound” Staff



Our staff, along with our incredible advisor, have worked tirelessly this year to improve our marketing campaign. We are extremely proud of the progress we have already made and cannot wait to see what the future holds!