



GET THE WORD OUT SENIOR PHOTOS

DIGITAL MARKETING INSTRUCTIONS
FOR SCHOOL USE

WE WANT EVERY SENIOR IN YOUR YEARBOOK!

Please help get the word out to your seniors and parents that they must have their portraits taken by us in order to be in your yearbook. Senior portraits are more important than ever. **Every student deserves to be in their yearbook!**



SEND PARENTS & GUARDIANS **EMAIL**

[CLICK HERE FOR EMAIL CONTENT](#)



POST YOUR SCHOOL'S WEBSITE **WEB BANNER**

[CLICK HERE FOR WEB BANNER CONTENT](#)



SHARE ON YOUR SCHOOL'S **SOCIAL MEDIA**

[CLICK HERE FOR SOCIAL MEDIA CONTENT](#)

We will also be messaging your school's Instagram account with the graphic and caption to use.



PROMOTE CADY WITH EMAIL

Spread the word to your students and parents - CADY is your School's Exclusive Photographer

Send an email to parents and guardians about Senior portraits with CADY.

- *Compose a new email*
- *Copy and paste subject line and body content*
- *Send to all parents and guardians*

Email Subject:

Class of 2022 // Action Needed

Email Body Content:

Attention Seniors and Parents: It is now time to schedule your senior portraits through CADY. You must have your portrait taken by CADY to be in our yearbook. Take advantage of the limited time promotion to receive a free scene in June.

Please go to cady.com/schedule





PROMOTE CADY WITH WEB BANNERS

Spread the word to your students and parents - CADY is your School's Exclusive Photographer

Click the below link to download the web banner that fits your school's website space.

- Click to open the image
- Right click on the image from browser
- "Save as" to your computer
- Upload to your school's website
- Link the banner to the below Cady site

Link banner to: cady.com/welcome



Size: 473 x 64



Size: 360 x 240



Size: 550 x 270



Size: 600 x 400



Size: 950 x 330



Size: 960 x 470



Size: 1057 x 554



Size: 1210 x 330

If you need a different size banner, please email your Cady School Experience Representative.



PROMOTE CADY WITH **SOCIAL MEDIA**

Spread the word to your students and parents - CADY is your School's Exclusive Photographer

Click the below link to download the graphic for your school's social media accounts. We will also be messaging your school's Instagram account with the below graphic and caption to use.

- *Click to open the image*
- *Right click on the image from browser*
- *"Save as" to your computer*
- *Upload to your school's Facebook, Instagram & Twitter accounts*
- *Copy the caption below and paste into your post*
- *Tag us @cadystudios*



Caption: Class of 2022: Please go to cady.com/schedule to schedule your senior portraits. Don't be left out of your senior yearbook!
#Cady #CadySenior