



MARKETING TIPS

A FEW DISTRIBUTION IDEAS USED SUCCESSFULLY BY BOOKSELLERS

For more information: 1-888-360-6658 • (416) 364-3333 • mail@booksforeverybody.com

BULK MAILING PROGRAM

Save on first-class mailing costs of *Books For Everybody*. Just provide us with labels and we will sort, label and mail your catalogues using Canada Post's Third-class bulk mailing rate. Requires imprinted catalogues.

SPECIAL EVENTS

The arrival of *Books For Everybody* is cause for celebration!

- Organize a store preview event for mailing-list customers
- Invite a local author or personality and distribute *Books For Everybody* to potential new customers. Offer a discount or a premium on all *Books For Everybody* titles

EVENT DISTRIBUTION

Put a copy of *Books For Everybody* on every chair; or hand out as people either enter or leave an author reading or store event.

INSERT IN YOUR LOCAL NEWSPAPER

Bolster your profile by inserting imprinted *BFE* catalogues into your local paper, and don't forget about your rural customers: an out-of-town paper will reach a new audience. Target particular neighbourhoods to manage your costs.

DISPLAYS

Make *Books For Everybody* a familiar name in your community: displays selections in your windows and on tables. Displays can be thematic, built around different categories in the catalogue. *BFE*-themed gift baskets make great gifts for last-minute holiday shoppers – and they make for great in-store displays too!

CROSS-PROMOTION

Ask other retailers to display *BFE* on counters or by the door, and offer them a reciprocal arrangement.

INSERT PERSONALIZED FLYER

Add information and impact to your catalogues with a personalized insert to *Books For Everybody*. This could include local titles and authors, staff favourites, a history of your store, your goals, and the unique role your store plays in the community. Call us to talk about the possibilities.

TARGETED DISTRIBUTION

Pick a desirable neighbourhood in your trading area for a "household" or "walk" mailing using:

- Post-Office — consult the Canada Post web page for information: go to www.canadapost.ca and look under "business services" and then "unaddressed admail"; or contact us and we'll be happy to assist you
- Private Delivery Services — contact a local service and negotiate a deal
- Hire students to deliver the catalogues door to door

DIGITAL BOOKS FOR EVERYBODY

Books For Everybody and the *Young Readers Edition* are now available in a digital edition *Digital BFE* provides 52 pages of fresh content for your web site with almost no work on your part. The Shopping List provides customers the option of ordering books from you online. See *Digital Books For Everybody* sheet in kit.

OTHER DISTRIBUTION

Make copies available wherever readers and book buyers might gather or have a chance to browse:

- staff rooms at nearby schools
- the waiting rooms of doctors, lawyers, hairdressers, dentists, veterinarians
- student residences and faculty mail slots at colleges and universities
- your public libraries and municipal offices
- seniors' centres and homes (offer free delivery and gift-wrapping services for these customers)
- the lobby of your local little theatre
- book club members
- ask daycare centres to distribute the *Young Readers Edition* to parents; perhaps offer a book donation in return for their assistance
- run an ad in the newspaper or on radio announcing that a free copy of *Books For Everybody* is waiting to be picked up; offer a discount to customers responding to the ad