

## IDEAS THAT WORK SEMINAR – GLIBA TRADE SHOW 2011

- Encourage customers to give gift certificates from your store as gifts to teachers and librarians. – They will do your advertising for you!
- Birthday Book Clubs
- Put your business card in with your payments to local vendors as a reminder that we are all supporting one another.
- Toys for Tots. Make your store a drop off spot by October 31<sup>st</sup> deadline. They'll send someone to your store, and who doesn't want a marine in full dress in their store? Great publicity.
- Book Angel Program (think about reinstating yours if you have let it go)
- E-books. Promote, promote, promote. The publishers will send you lists of discounted titles, and you can promote them. Just remember that the publishers set the discounts and promotions. You aren't allowed to discount due to the agency model.
- Surveys as ads. Run a survey that people answer and bring in to the store for a discount/prize/something special. Make the survey relevant to what you want to know about your store, your customers, your shopping area, etc.
- What to do with Galleys/ARCs?
  - donate them to schools and get the kids to write blubs for you in exchange
  - make them free with a \$20 purchase at booktalks
  - offer galleys in exchange for reviews that you can post on Facebook (people love to see themselves!)
- Drop ship books to offsite events.
- Essay contests. Teachers can use you as a treat for students who win essay contests in class.
- Get it in writing! – contracts for offers and donations
- Borders customers
  - Free book in exchange for a Borders Card.
  - Free \$15 membership to your customer program in exchange for a Borders Card
- Donation of designated sales to local groups.
- Guest book reviews. Use teenagers and customers to write reviews and then you highlight them on your Facebook page.
- 10% Program. Donate 10% of every sale to any local schools or nonprofit organizations that the customer designates.
- We hate Groupon. (that was the consensus!) But, we were given other similar suggestions: Greenclipping, Rulala, Sweetperks, and Juice in the City.
- Staff members have \$5.00 coupons to give out when they are not in the store. Encourages shopping online and eBook promotion.
- Interns and Volunteers (sigh). Look into what they can do for you (for free) in regard to Social Media, P.R., etc.
- Grouping items together for sales. Example: Make a grocery bag that includes Potato Chip Science, Pop Bottle Science,
- During the holidays, offer an extra \$5 on giftcards of \$30 or more. Meaning if they buy a giftcard for \$30 or more, you add \$5 and make the card worth \$35.
- Geocaching. Add it to an event your town already does.
- Wedding Walk. Luminary Festival. Ice Carving Festival. These were great examples of businesses all promoting together on one day/night/week.
- Send postcards/emails to your top customers with a discount as a thank you.
- When you're asked for donations, give a gift certificate to your store.
- Put stickers or some sort of marking on the books that you donate so that you're advertising what you gave.
- Free Food! Give out food and the customers are bound to show up.