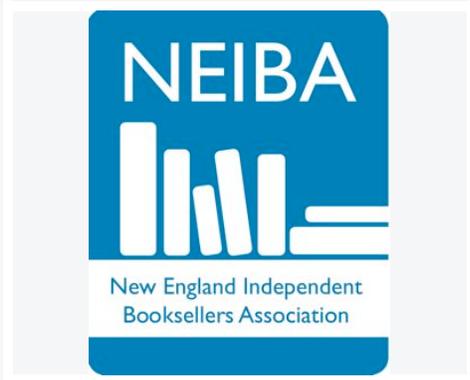


From: **New England Independent Booksellers Association (NEIBA)** nan@neba.org
Subject: This Week from NEIBA: NEIBA/NAIBA Children's Buyers Retreat Recap
Date: March 21, 2018 at 1:23 PM
To: nan@neba.org



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NEIBA Best Sellers



Click [here](#) to see our weekly regional indie best seller list.



NEIBA News

March 21, 2018

Happy 25th Birthday Island Books!



Notes From the NEIBA Advisory Council

Tweet Activity

	Impressions	24,058
Reach a bigger audience <small>Get more engagements by promoting this Tweet!</small>	Total engagements	921
Get started	Media engagements	710
	Likes	95
	Detail expands	67
	Profile clicks	20
	Link clicks	16
	Retweets	11
	Replies	1
	Hashtag clicks	1

Social Media Much?

In the past week, I have made two important connections with authors, one from outside my community and one from within it - just by posting



All About the Books! & ABA Education & Forum

Thursday, April 12, 2018

First Parish
Harvard Square, Cambridge, MA

DETAILS



Order your IBD t-shirts and hoodies soon

If you want them by Bookstore Day you must place your order by Saturday, April 8

Adult tees: \$12 - \$14
Kids' tees: \$12
Hoodie sweatshirts: \$30

ORDER

community, and one from within it, just by posting on social media. Last Friday, I posted a tweet about Uzodinma Iweala's new novel, *Speak No Evil* for #FridayReads and Nigerian-American author Chaya Bhuvaneshwar (White Elephants Dancing) reacted and reached out to connect with us. And in Vermont, I discovered Erin Rounds, a 4th grade teacher in Springfield, VT, whose first picture book, Charlotte's Bones is about Beluga Whale bones found in a farmer's field, through Facebook!

Back in December 2016, the ABA asked The Vermont Book Shop (VBS) to participate in a case study involving the use of social media to increase brand awareness and reach. We set out to effectively deploy social content, track effectiveness, experiment with different approaches, grow our audience, and drive revenue. There was a lot more to it than I can adequately describe here, but I do want to extol the benefits of using social media in general and share a few tips.

Tip #1 More is Better

Increase sharing frequency to increase total shares and increase community engagement. This includes posting more and posting every day, rather than occasionally. After a very short time, VBS saw positive results from its increase in total number of posts and posting frequency.

Tip #2 Analysis of Data

Learn how to access and review analytics reports and information from social media sites and evaluate that data to make decisions and develop a deeper understanding of what your community expresses as important. Most of this data is available free through the social media sites, for instance <https://analytics.twitter.com>.

Tip #3 Social Media Marketing Calendar

Create a calendar to plan, edit and review content to be shared with your community through social media channels. WHEN you share is as important as WHAT you share. Currently, I try to post to Facebook 1-2 times a day, at 11 a.m. and 4 p.m., Instagram 1 per day, usually at 11 a.m. or late at night, and Twitter 3-6 times a day, times scattered throughout business hours.

Tip #4 Have Fun

~ Jenny Lyons, The Vermont Book Shop, Middlebury VT

NEIBA/NAIBA Children's Buyers Retreat

As last week's nor'easter hit New England, a few of us escaped to the joint NEIBA/NAIBA children's buyer summit in Rhinebeck, NY. It was a great couple of days--this kind of cross-pollination between the associations feels really useful to me and it was a pleasure to meet so many booksellers from the Mid-Atlantic.

The publishers presenting were Scholastic, Hachette/Little Brown Young Readers, and HarperCollins. Unfortunately, Charlesbridge was snowed-in and couldn't make it (a familiar feeling this month all around). The publishers enthused afterwards about the engagement of the group and how the suggestions for marketing campaigns, jacket designs, and even plot points in the texts themselves, improved the prospects of the titles discussed.

After the book sessions, Beth Wagner from Phoenix Books did a fantastic job moderating group discussions on some topics raised by a pre-meeting survey. We'll share those notes under separate cover (along with a list of the publisher titles discussed), but we had a good shout about issues like returns strategy, our emotional attachment to titles that don't sell (I'm looking at you, non-fiction picture books), the necessity of 8x8 racks, sideline buying (featuring one of my favorite quotes of the session: "If it makes us laugh, we buy it."), the Pentagon-level logistics of book fairs, and work/life balance in bookselling (answer: forget about it).

The last discussion of the event focused on One Great Idea from each bookseller for moving the business forward in some way, be it profitability, or staff happiness, or consumer engagement. The ideas were awesome, and I'm including the list below. Some of these are trade show education session-worthy, and I'd love to hear directly from you about any you'd like to see expanded. We'll continue to calendar events like this, both with NAIBA and amongst ourselves - everyone left eager to get back to the store and put what they learned into practice and the goal is to be sure we provide more opportunities for this kind of engagement. More soon on when.

GREAT IDEA LIST, MARCH 2018 EDITION:

- * Break up low-energy afternoons with staff book trailer video viewing sessions.
- * Record live music events at your store like the folks at Savoy in Rhode Island. Tickets include a Libro.fm download after the performance.
- * Try a "buy the book first and we'll buy your movie ticket" promotion.
- * Move and devote space to certain items; for example, put all your stationery together
- * Think beyond Waldo and create scavenger hunts around other great titles, like Have You Seen My Dragon? Or They All Saw a Cat.
- * Set up a book registry for baby showers and birthdays. It can be through your website or on a clipboard.
- * Share a sales goal with staff and customers. Tell them you want to sell X copies of a favorite title and they will support you! (The buyer at Main Point Books in Bryn Mawr, PA knew she was going to see Mick Herron at Winter Institute and wanted to tell him they'd sold 100 copies of "Slow Horses"...and they did.)
- * Make a March Madness bracket for books--the title that sells the most copies is the winner.
- * Reuse your Muggle Wall by flipping it over and posing questions for customer conversation and feedback.
- * Recognize loyal customers with a rewards program.
- * Host teach-ins around important topics. "Can We Talk About This?" discussion series featuring authors and community members. Be brave about using your store as a platform for advocacy that can start community-building conversations.
- * Explore the psychology of selling things. Retaildoc.com is a good resource.
- * Collaborate with schools and libraries in creating summer reading lists--keeps the titles fresh!
- * Pair books with beer! Host Books & Brews events at local breweries. White Birch Books in NH hosts a ticketed event that includes a tour of the brewery, a beer flight, and a paperback book that's "paired" with the beer.
- * Create a display of books authors tweet about and/or create a display of a visiting author's favorite books
- * Host a vocabulary parade and come dressed as your favorite word!
- * Make every surface count: turn tiny tables into effective displays using metal sign holders, card spinners work well for displaying tiny books.
- * Partner with local businesses and organizations to promote titles; for example, throw an in-store taco party for Dragons Love Tacos with your local taco joint. (Gibran from Briar Patch in ME: "The store's carpet didn't thank us, but the customers loved it.")

* Get organized with checklists. Use checklists for everything from setting up an event to keeping track of your frontlist buys.

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