Carrying Your Digital Marketing Campaigns Across Multiple Platforms

BookExpo May 30 2019
Multi-platform marketing refers to the practice of interacting with customers using a combination of platforms – websites, physical stores, direct mail, email, mobile, social media, etc. – and enabling customers to take action in response using the platform of their choice.
weeks ago and made the most of the long line by eating popsicles, meeting new friends, and blowing bubbles—what stories do you have to share?

This month is super-fun business as usual at Avid, with the added bonus of graduations, end-of-school-year teacher gifts, and Mother’s Day. Let us help you find just the right gift and card to give to the person you’re thinking of. Think those milestones aren’t relevant to you? I encourage you to think again. Might I suggest you send a note to a friend who has lost a mom (or mother figure)? We have some lovely cards to choose from. You can also purchase a gift card for a teacher—if you don’t know of anyone firsthand, you can make a gift card donation that we’ll pass on to a neighborhood classroom. Just buy one here and, in the “to”/recipient field, just write, “Choose a teacher for me.”

For many of us, summer means road trips, weekends lounging by the pool, and waking early to do some gardening. Know what pairs perfectly with all of those activities? Audiobooks! That’s right: Avid Bookshop sells audiobooks in partnership with Libro.fm, an ethical alternative to Audible (which is owned by Amazon). Want the same audiobooks on an easy-to-use app for about the same price as Audible? Fabulous—we have you covered, and your purchases...
Friday, 5/10 at 6:30pm at Avid on Prince: Jessica Handler: The Magnetic Girl

Perfect for fans of The Power by Naomi Alderman and The Handmaid’s Tale by Margaret Atwood, Magnetic Girl combines the supernatural with the importance of family. This North Georgia-based coming-of-age story is riveting and mesmerizing, unlike the Magnetic Girl herself.

Atlanta author Jessica Handler has been a strong supporter of Avid Bookshop since way before we actually opened our first shop—we’d love to have a big audience for her.

Back in the day when this bookshop was a pipe dream, Avid Bookshop founder Janet connected with an Atlanta author named Jessica Handler via Twitter. Jessica not only believed in Janet’s dream but offered to help however she could. Fast forward many years and Janet’s shop is hosting Jessica for the THIRD time for yet another stellar book. THE MAGNETIC GIRL is historical fiction at its strongest, featuring a girl in the late 1800s who has powers (or not?) and parents who will do whatever they can to help her achieve fame.

Meet Jessica on Friday, May 10, 2019, from 6:30-7:30pm at our Prince Avenue location. #avidevents

Jessica Handler: THE MAGNETIC GIRL

The Magnetic Girl (Hardcover)


About the author:

About the book:
In cool north Georgia her decade after the Civil War. Eleven-year-old Lulu Hunt treks high into her father’s bookshelf and pulls out an obscure book, The Thorns of the Rose, written by a man with an iron heart. Lulu wants more than a glimpse of the lady with a “professionally trained” mind, a girl who has a profound and spiritual connection.

“I only wanted to be Lulu Hunt, the girl who captured her heart until she could walk and talk and tell the story. Then I would be the girl who could do.”

Lulu begins to “captive” her friends and family, controlling their thoughts and actions. Her book provides a new lease on life, something Lulu can’t live without. But can she live with it? A girl who has a profound and spiritual connection.

About the author:

Availability: In our store or online at our 2019 Best Seller list.
SEMINARY CO-OP BOOKSTORE

57th STREET BOOKS

Alex Houston
"Throw Out the Radio": Florence Dore, Luke Fischer + Making Sense of "Blurs"

April 28th, 2019

OPEN STACKS

"Throw Out the Radio": Florence Dore, Luke Fischer + Making Sense of "Blurs"

Rock musician and professor Florence Dore attunes to static in her research on "resonant silences" surrounding censorship and race in modernist literature of the early 20th century and its recapitulation of institutional norms in her new book, **Novel Sounds**, Australian poet and philosopher Luke Fischer joins us just in time for Poetry Month to read and discuss A HISTORY OF VISION, and Co-op staff Mark Loeffler and Alena Jones help us dig through the maze of jacket copy, also known as "blurbs."

The Seminary Co-op Bookstore

April 29 at 3:00 PM ·

The consistently strong @SeminaryCoop podcast, OPEN STACKS, has a new episode w/ @Florence_dore discussing her new book, NOVEL SOUNDS; Australian poet and philosopher Luke Fischer joins us just in time for Poetry Month to read and discuss A HISTORY OF VISION; and Co-op staff Mark Loeffler and Alena Jones help us dig through the maze of jacket copy, also known as "blurbs.

**SOU**

**NOVEL SOUNDS**

**SOUTHERN FICTION IN THE AGE OF ROCK AND ROLL**

Columbia University Press

UWA Publishing
In *D-Day Girls*, Sarah Rose captures the dramatic, untold story of the extraordinary women recruited by Britain’s elite spy agency to help pave the way for Allied victory. In 1942, the Allies were losing, Germany seemed unstoppable, and every able man in England was fighting. Believing that Britain was locked in an existential battle, Winston Churchill created a secret agency, the Special Operations Executive (SOE), whose spies were trained in everything from demolition to sharpshooting. Their job, he declared, was to “set Europe ablaze.” But with most men on the front lines, the SOE was forced to do something unprecedented: recruit women. Thirty-nine
Michael Knight will be interviewed by me!

We love Michael's books at Fountain!

Each time since his very first book we celebrate each of his creations with unbridled glee because we know we're going to be faced with our new favorite read!

And most times we have been doubly rewarded with a visit from a now-beloved friend: a charming and witty guest for you, our beloved customers!

Fountain Bookstore, Inc. updated their cover photo
April 28 at 5:59 PM

One of Our Absolute Favorites: Michael Knight Returns to Fountain

Wednesday, May 1, 6:30PM

One of Our Absolute Favorites: Michael Knight Returns to Fountain

Wednesday, May 1, 6:30PM
Resources

**Airtable**: works like a spreadsheet but gives you the power of a database to organize anything.

**Avid Bookshop Style Guide**

**Basecamp**: is a real-time communication tool that helps teams stay on the same page

**Business**: is a global platform for live experiences that allows anyone to create, share, find and attend events that fuel their passions and enrich their lives.

**Homebase**: makes hourly work easier for the whole team. With free online tools and mobile apps for managers and employees.

**Hootsuite**: designed for organizations to execute social media strategies across multiple social media networks, including Facebook, Instagram, Twitter, Linkedin, Pinterest and YouTube.

**Loomly**: is a simple social media calendar tool that helps individuals and teams create better content thanks to an intuitive interface and innovative features including post ideas, live post optimization tips, post previews, approval workflows, automated scheduling & analytics.

**MailChimp**: is an all-in-one marketing platform that helps you manage and talk to your clients, customers, and other interested parties via emails and newsletters.

**Matchbook Marketing**: provides marketing services for independent booksellers, featuring website & branding development, graphic design, and a bi-monthly print newsletter.

**Meetup**: is a platform for finding and building local communities

**Seminarty Co-op/57th Street Books Style Guide**

**Slack**: is a collaboration hub where you and your team can work together to get things done.

The services and links on this page are for third parties. These links are provided for your information and convenience only and are not an endorsement by the American Booksellers Association for these third parties or an indication of partnership.

Style Guides are provided as examples and are not for copy or distribution.
Thank you for attending!

Sign up for our bi-monthly sessions: bookweb.org/aba-marketing-meetup

Email Questions: marketingmeetup@bookweb.org