Maximizing Pre-Orders

2018 Fall Regional Shows
Agenda and Welcome

• Why Are We Talking About Pre-Orders Today?
• Pre-Orders and the Life of the Book
• ABA’s Book Alert
• Pre-Order Task Force Data
• Update: Reporting Pre-Orders
• Tips for Maximizing Digital Assets
• In-Store Marketing Tips
Why are we Talking About Pre-Orders Today?
Pre-Order Sales and The Life of The Book
Pre-Order sales are **significant** in the life of a book...

3% - 30%
ABA Book Alert

bookalert@bookweb.org
Pre-Orders

On-line: 210
In-Store: 68
Total 278

Pre-Orders

On-line: 624
In-Store: 402
Total 1026

Pre-Orders

On-line: 353
In-Store: 147
Total 500

BECOMING
MICHELLE OBAMA

FEAR
TRUMP IN THE WHITE HOUSE
BOB WOODWARD

THE RECKONING
JOHN GRISHAM
Our preorders grew exponentially after we started promoting them BUT, with the exception of the author-lead promotions, we did not see big spikes in preorders for the specific titles we promoted.

Rather, we saw a huge growth in preorders in general as we used the specific titles to promote the fact that we do preorders.

-Josh Cook, Porter Square Books (Cambridge, MA)
Pre-Order Task
Force Data
<table>
<thead>
<tr>
<th>Pre-Order Task Force</th>
</tr>
</thead>
<tbody>
<tr>
<td>BookPeople (Austin, TX)</td>
</tr>
<tr>
<td>Books Inc. (Multiple Northern California Locations)</td>
</tr>
<tr>
<td>Bookshop Santa Cruz (Santa Cruz, CA)</td>
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<tr>
<td>Bookworm of Edwards (Edwards, CO)</td>
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<tr>
<td>Cellar Door Books (Riverside, CA)</td>
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<tr>
<td>Devaney, Doak &amp; Garrett (Farmington, ME)</td>
</tr>
<tr>
<td>DIESEL, A Bookstore (Brentwood, CA)</td>
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<tr>
<td>Flyleaf Books (Chapel Hill, NC)</td>
</tr>
<tr>
<td>Green Apple Books (San Francisco, CA)</td>
</tr>
<tr>
<td>Harvard Bookstore (Cambridge, MA)</td>
</tr>
<tr>
<td>The Learned Owl Book Shop (Hudson, OH)</td>
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<tr>
<td>Liberty Bay Books (Poulsbo, WA; Bremerton, WA)</td>
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<tr>
<td>Northshire Bookstore (Manchester Center, VT; Saratoga Springs, NY)</td>
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<tr>
<td>Page 158 (Wake Forest, NC)</td>
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<tr>
<td>Penguin Bookstore (Sewickley, PA)</td>
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<tr>
<td>Porter Square Books (Cambridge, MA)</td>
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<tr>
<td>Quail Ridge Books (Raleigh, NC)</td>
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<tr>
<td>Red Balloon Bookshop (St. Paul, MN)</td>
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<tr>
<td>Schuler Books and Music (Grand Rapids, MI)</td>
</tr>
<tr>
<td>Third Place Books (Lake Forest Park, WA; Ravenna, WA; Seward Park, WA)</td>
</tr>
<tr>
<td>Watermark Books &amp; Café (Wichita, KS)</td>
</tr>
<tr>
<td>WORD (Brooklyn, NY; Jersey City, NJ)</td>
</tr>
</tbody>
</table>
An Absolutely Remarkable Thing

On-line = 120
In-store = 55
Pre-Orders 175

The Fifth Risk

On-line = 49
In-store = 57
Pre-Orders 106

Killing Commendatore

On-line = 439
In-store = 211
Pre-Orders 650

Unsheltered

On-line = 198
In-store = 102
Pre-Orders 300

Fire & Blood

On-line = 55
In-store = 13
Pre-Orders 68

Kingdom of the Blind

On-line = 99
In-store = 420
Pre-Orders 519

Diary of a Wimpy Kid

On-line = 377
In-store = 91
Pre-Orders 468

The Meltdown
Update: Reporting Pre-Orders
Bookseller suggested tips for reporting on the on-sale date...
Tips For Maximizing Digital Assets:

• Standard Product Pages
• Custom Product Pages
• Custom Pages
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Primary Author: Green, Hank
Binding Type: Hardcover
Publisher: Dutton Books

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Published: Harper - October 16th, 2018

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With Clear Links To Website and Purchasing Options

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Coming out October 9th, 2018 from Knopf Publishing Group
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Barbara Kingsolver’s *Unsheltered*
Coming out October 16th, 2018 from Harper Collins
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1,180 People Reached
21 Likes, Comments & Shares

12 Likes
7 On Post
5 On Shares

3 Comments
0 On Post
3 On Shares

6 Shares
6 On Post
0 On Shares

48 Post Clicks

18 Photo Views
6 Link Clicks
24 Other Clicks

NEGATIVE FEEDBACK
3 Hide Post
0 Report as Spam
0 Unlike Page

Reported stats may be delayed from what appears on posts
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