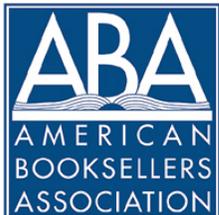


Marketing Your Web Site

10 Top Marketing Ideas to Make Your Web Site a Profit Center



1. Train and Involve Your Staff

- Have a staff meeting to demonstrate the site
- Ask each member of the staff to place an order

Employees are great evangelists and are great at turning customers into evangelists. Get your staff believing in your Web site, and you'll start to see results!



2. Put Your URL on Everything

- Be sure your URL is represented on bags, bookmarks, ads, newsletters, window signage, etc.

Anywhere your store address appears, your Web address must also appear.



3. Create an Affiliate Program

- Other Web sites will direct traffic to your site for a small amount of compensation
- Target Web sites of local authors, schools, and libraries, many of which currently link to your competitors
- Get authors to link to signed editions on your site

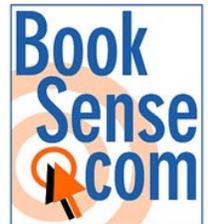
*An affiliate program is the most powerful marketing tool a Web retailer has. When a customer sees a book on another Web site and makes a decision to purchase it, **someone** will get that sale. It should be you.*



4. Create an E-mail Newsletter

- E-mail is a fast, cheap way to promote your store
- Create links from e-newsletter to your site

E-mail is the most cost-efficient means of marketing to your customers, and, more importantly, it allows you to communicate with them when they're already online. Promote your Web site via e-mail and your traffic will increase.



5. Collect E-mail Addresses

- Put sign-up sheets at the cash/wrap to collect e-mail addresses
- Rent e-mail addresses
- Draft a coherent privacy policy and promote it
- Always get permission before sending e-mail

Waiting for customers to come to your Web site to sign up for your e-newsletter is not enough. You have to let them know the newsletter exists.



6. Create Special Offers

- Offer signed copies or other premiums available to Web site customers only
- Review your pricing and shipping policies from the customer's point of view. Are you providing good value for the shopping experience?

Your Web site is like a separate branch of the store. Customers patronizing your e-commerce branch need to know they're special.



7. Keep Your Content Fresh

- Change titles on your home page frequently
- Change Book Sense 76 titles with each new list
- Keep your events listing up-to-date
- BookSense.com national content can supplement your local content and save you time
- Be sure to check for typos and grammatical errors

Once you get a customer to your site, it's up to you to make his or her shopping experience a happy one. The amount of repeat business you see will match the effort you put in.



8. Cross-Promote

- Print reviews from your Web site and put them with books in the store
- Use the Web site to promote offline events
- Create an “As Seen on Our Website” display in your store

One of your great advantages over other online retailers is your bricks-and-mortar location. Use that advantage to its fullest!



9. Provide Great Customer Service

- Check for orders ***at least*** once a day
- Never take more than 24 hours to respond to an e-mail or other electronic inquiry
- Personalize electronic communication

As important as customer service is offline, it is even more important online. Your closest competitor is only a click away, and a bad experience will send your customers clicking.



10. Claim Co-op for Online Placement

- Look into the new BookSense.com Co-op Reimbursement Program
- Review publisher “newsletter” co-op programs in the ABA Book Buyer’s Handbook
- Talk to your sales reps about your Web site

Publishers want you to sell their books and are willing to compensate your extraordinary efforts to do so.



SPECIAL BONUS TIP

11. DON'T PANIC!

BookSense.com Customer Service:

- Staff@booksense.com
- (800) 637-0037, ext. 1234

We're here to help.

