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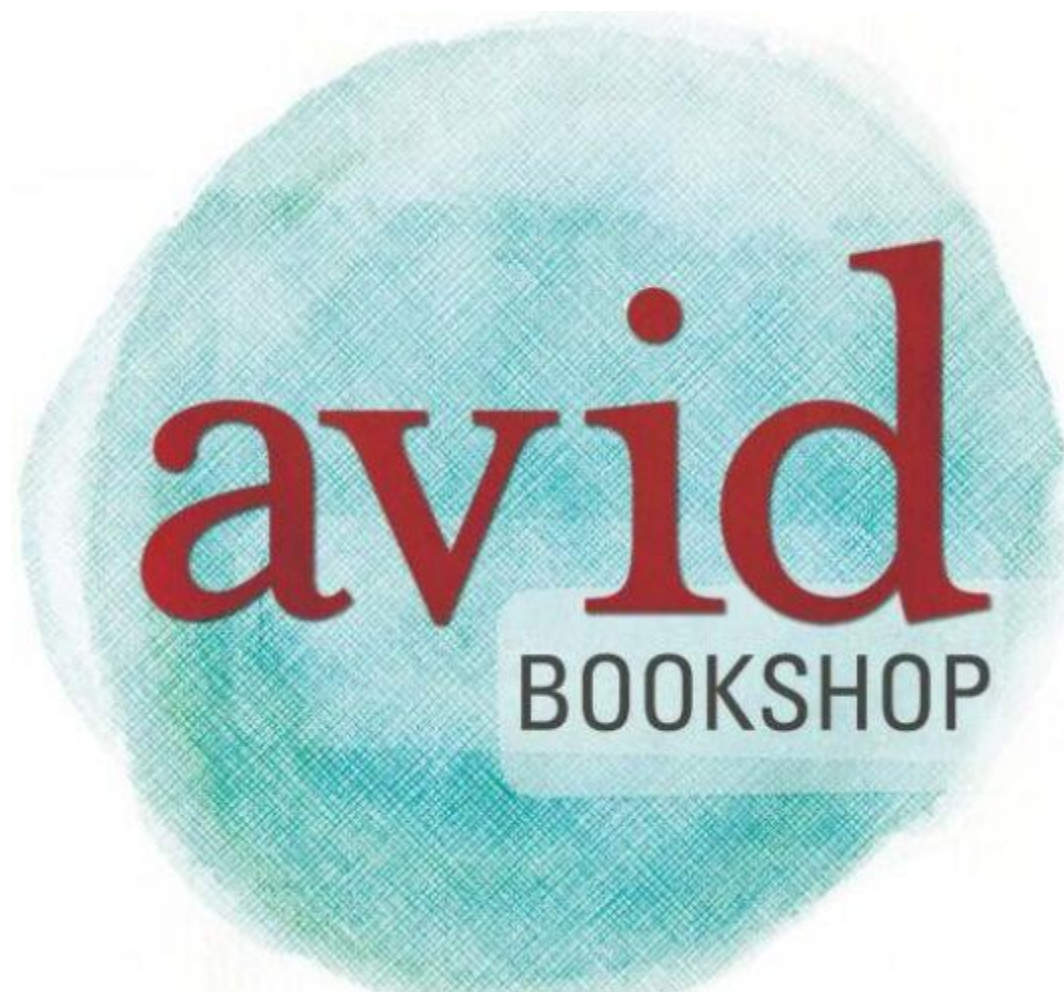
**MARKETING
MEETUP**

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.



Janet Geddis

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?

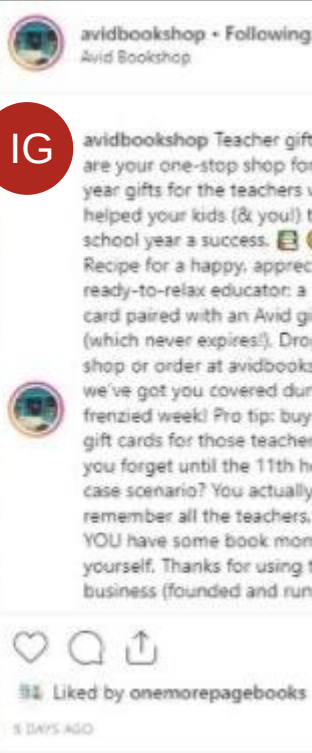
This month is super-fun business as usual at Avid, with the added bonus of graduations, [end-of-school-year teacher gifts](#), and Mother's Day. Let us know if you find just the right gift and card to give to the person you're thinking of. Think those milestones aren't relevant to you? I encourage you 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 Am*zon). 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

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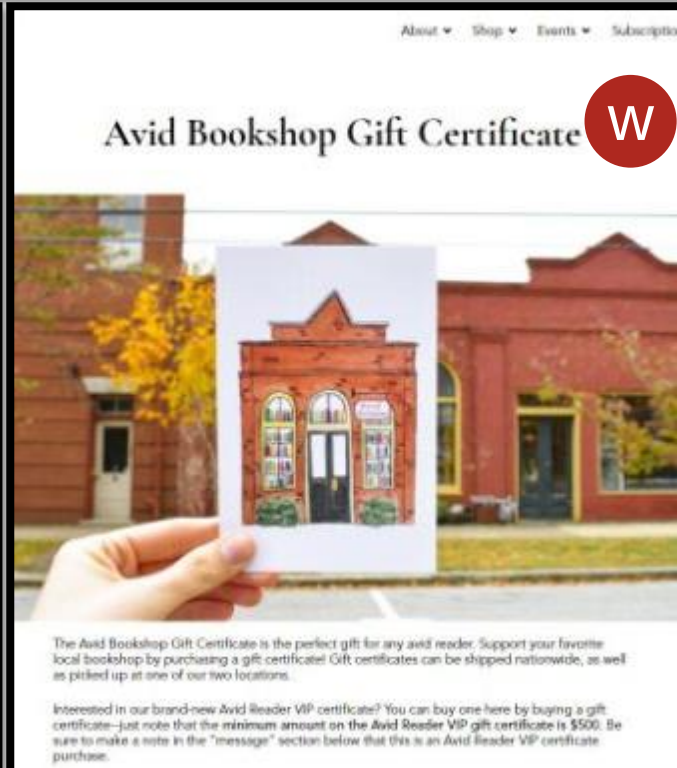
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Friday, 5/10 at 6:30pm at Avid on Prince: Jessica Handler: *The Magnetic Girl*

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.



avidbookshop • Following
Avid Bookshop

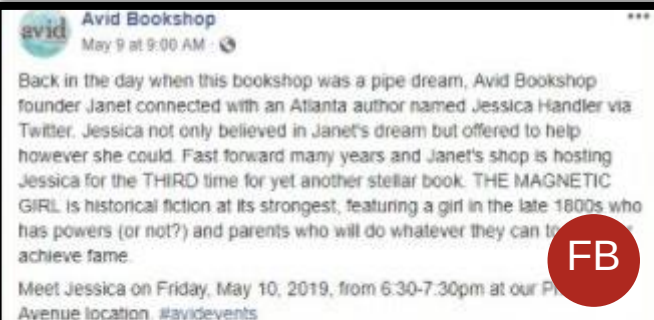
Bookshop Back in the day when Avid Bookshop was a pipe dream, Avid Bookshop founder Janet connected with an Atlanta author named Jessica Handler via Twitter. Jessica not only believed in Janet's dream but also helped her however she could. Fast forward many years and Janet's shop is hosting Jessica for 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



Liked by belcantobooks and 124 others

MAY 9



Jessica Handler: THE MAGNETIC GIRL

Event date: Friday, May 10, 2019 - 6:30pm
Event Location: Prince Avenue Location

Avid Bookshop presents Jessica Handler for her novel *The Magnetic Girl*. The book takes place on Friday, May 10, 2019, from 6:30-7:30pm at our Prince Avenue location and is free and open to the public. We encourage you to purchase a copy of the book to get it signed by the author.

You can purchase this event book online from Avid Bookshop here.

ABOUT THE BOOK:

In rural north Georgia two decades after the Civil War, thirteen-year-old Lula Hunt reaches high into her father's bookshelf and pulls out an obscure book, *The Truth of Memory*. Influxed. Ominous gangly and underdressed, Lula wants more than a lifetime of caring for her disabled baby brother, Leo, with whom she shares a profound and supernatural mental connection.

"I only wanted to be Lula Hunt, the girl who captured her brother until he could walk and talk and stand tall on his own. Then it would be the girl who could leave."

Lula begins to "capture" her friends and family, controlling their thoughts and actions for brief moments at a time. After Lula convinces a cousin she conducts electricity with her touch, her father sees a unique opportunity. He grows his full and indolent daughter into an electrifying new woman: *The Magnetic Girl*. Lula travels the Eastern seaboard, captivating enthusiastic crowds by lifting grown men in parlor chairs and throwing them across the stage with her "electrical charge."

While adjusting to life on the vaudeville stage, Lula harbors a secret belief that she can use her newfound gifts, as well as her growing notoriety, to heal her brother. As she delves into the mysterious book's pages, she discovers keys to her father's past and her own future—how will she harness its secrets to heal her family?

ABOUT THE AUTHOR:

Jessica Handler is the author of *Braving the Fire: A Guide to Writing About Grief* and *Invincible Sisters: A Memoir*, which was named one of the "Twenty Five Books All Georgia Should Read" and Atlanta magazine's "Best Memoir of 2009." Jessica writes essays and nonfiction features that have appeared on NPR, in *Tin House*, *Drumhead*, *Full Grown People*, *Bonny*, *Newsweek*, *The Washington Post*, and *More Magazine*.



The Magnetic Girl (Hardcover)

By Jessica Handler

\$17.99

ISBN: 9781702204817

Availability: In our warehouses or store—will get to you in 2-3 business days.

Published: Ind City Press - April 10, 2019

**SEMINARY
CO-OP
BOOKSTORE**

57TH STREET
BOOKS

Alex

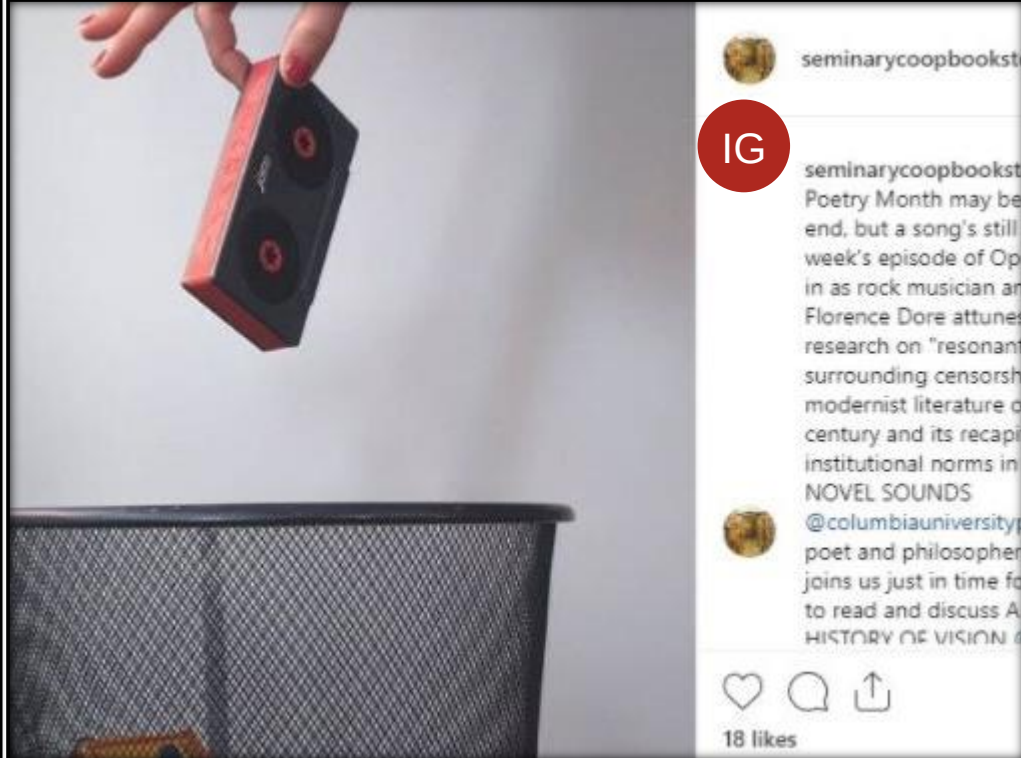
Houston

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

April 28th, 2019



Rock musician and professor Florence Dore attunes to static in her research on "resonances" surrounding censorship and race in modernist literature of the early 20th century. 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 jacket copy, also known as "blurbs."



The Seminary Co-op Bookstore
April 29 at 3:00 PM

National Poetry Month may be coming to an end, but a song's still ringing in our ears. On this week's episode of Open Stacks, rock musician and professor Florence Dore attunes to static in her research on "resonances" 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."

radio required: <http://ow.ly/1TLr50t9YDs>

Columbia University Press
UWA Publishing

Seminary Co-op Retweeted

Philip Leventhal @PhilipLeventhal · Apr 29

The consistently strong @SeminaryCoop podcast, OPEN STACKS, has a new episode w/ @Florence_dore discussing her new book, **NOVEL SOUNDS**, about race, and literature w/ @pcovielli. bit.ly/2UNSJUz

The Seminary Co-op | 57th Street Books

Novel Sounds

Description: The 1950s witnessed both the birth of both rock and roll and the creation of Southern fiction as we know it. Around the time that Chuck Berry and Elvis Presley put their electric spin on Southern vernacular ballads, a canonical group of white American authors native to rock's birthplace began to write fiction about the electrification of these ballads, translating this literary form-key cultural changes that gave rise to the rhetorical music coming out of their region. In **Novel Sounds**, Florence Dore tells the story of how these forms of expression became intertwined and shows how Southern writers turned to rock music and its technologies—tape, radio, vinyl—to develop the "rock novel." Dore considers the work of Southern writers like William Faulkner, Flannery O'Connor, and William Styron alongside the music of Elvis Presley, Chuck Berry, and Bob Dylan to uncover deep historical links between rock and Southern literature. Along with rock pioneers, Southern authors drew from blues, country, jazz, and other forms to create a new breed of realism that redefined the Southern vernacular as global, kinetic, and notably white. Reexamining this Southern literary tradition at the birth of rock, Dore clarifies the surprising but unmistakable influence of race and class on the American novel. Along the way, she explains how literature came to resemble rock and roll, and vice versa, at the very moment academics claimed literature for the institution.

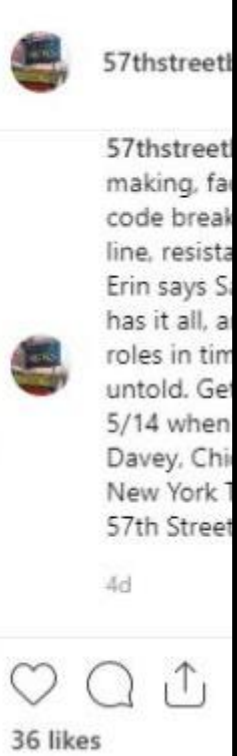
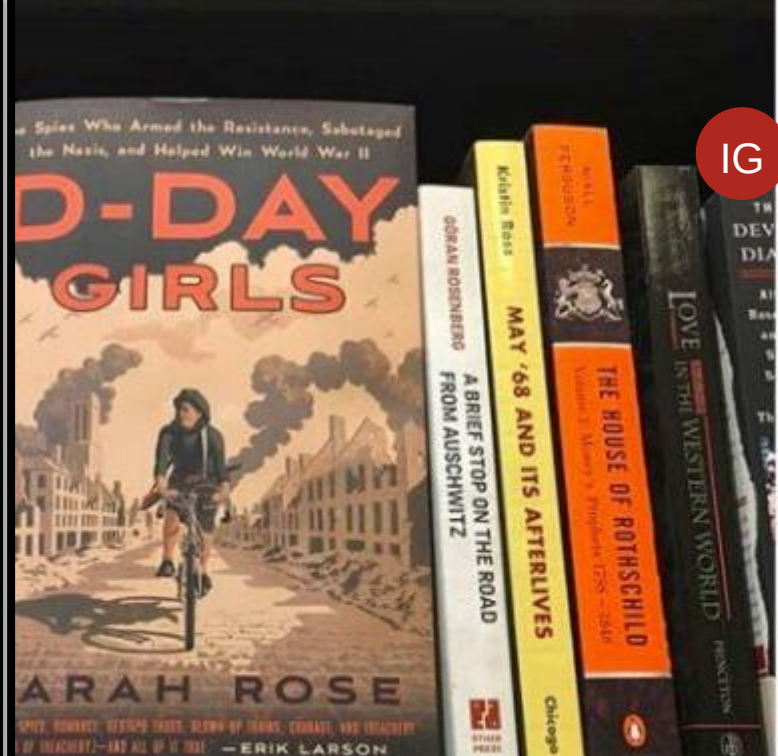
ISBN: 9780231180203
Author: Florence Dore
Publisher: Columbia University Press
Binding: Paperback
Publication Date: June 12, 2018

Related Events

Florence Dore, "Novel Sounds" - Peter Goulet
Fri
Jan 24, 2019
7:00 PM - 8:00 PM
57th Street Books
100 W. 57th St.
New York, NY 10019
Free Will Contribution
Sign Up

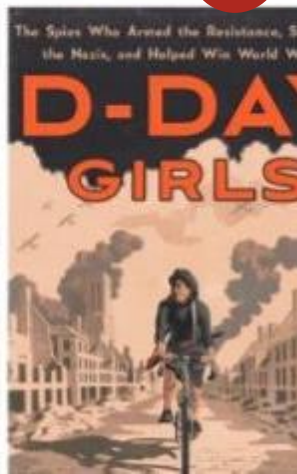


In *D-Day Girls*, Sarah Rose captures the dramatic, untold story of the extraordinary women recruited by Britain's elite spy agency to help pave the way for Allied victory. In 1942, the Allies were losing. Germany seemed unstoppable, and every able man in England was fighting. Believing that Britain 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



Join us TONIGHT at 6pm at 57th Street Books for a discussion with Sarah Rose, author of "D-Day Girls" from @PenguinRandomHouse, the dramatic, untold story of the extraordinary women recruited by Britain's elite spy agency to help pave the way for Allied victory. She will be joined in conversation by Monica Davey. A Q&A and signing will follow. <http://ow.ly/35aX50mkMEB>

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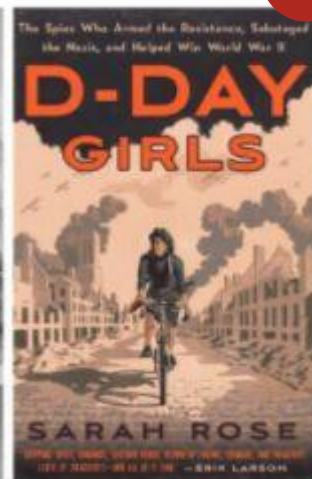
57th Street Books @57thstreetbooks · May 14
Join us TONIGHT at 6pm at 57th Street Books for a discussion with author of "D-Day Girls" from @penguinrandom, the story of the women who helped pave the way for Allied victory in WWII. A Q&A and the discussion! ow.ly/DQWY50mkNEH

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Sarah Rose - "D-Day Girls" - Monica Davey

Tuesday, May 14, 2019 - 6:00pm - 7:00pm
Event Presenter/Author:
Sarah Rose

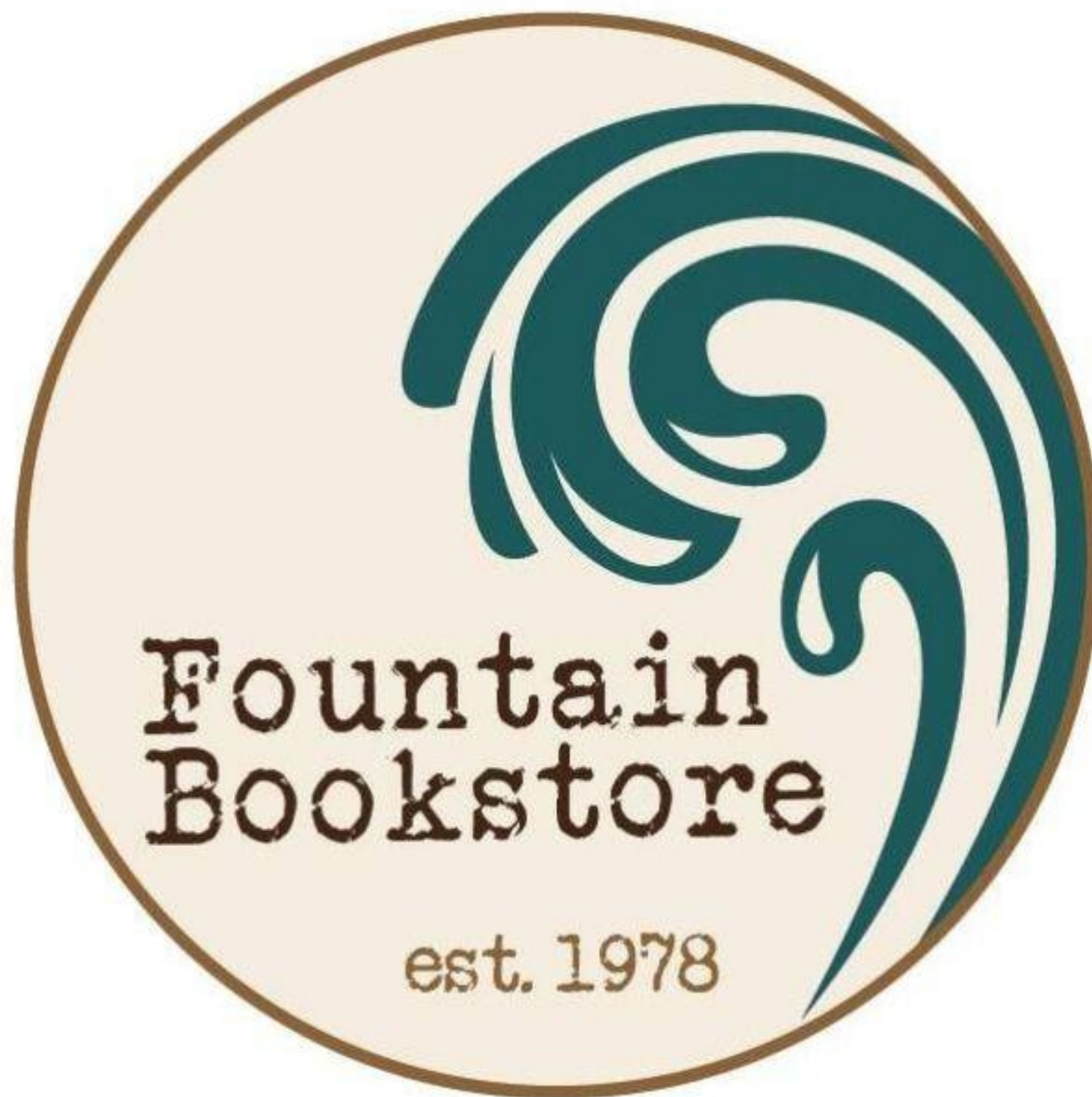


"Gripping, quickly so. Spies, romance, Gestapo thugs, down-up hero, courage, and treachery (lots of treachery)—and all of it true, all precisely documented." —Erik Larson, author of The Devil in the White City and Dead Wake

Sarah Rose discusses *D-Day Girls: The Spies Who Armed the Resistance, Sabotaged the Nazis, and Helped Win World War II*. She will be joined in conversation by Monica Davey, Chicago bureau chief for The New York Times. A Q&A and book signing will follow the discussion.

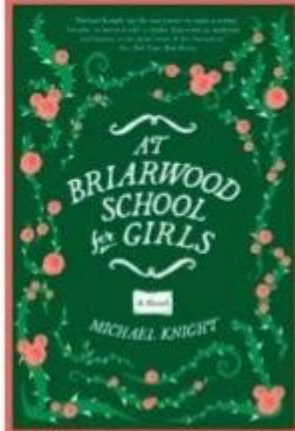
By 57th Street Books

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Kelly

Justice



One of Our
Absolute
Favorites:
Michael Knight
Returns to
Fountain

Wednesday,
May 1,
6:30PM



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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!



fountainbookstore • Following
Fountain Bookstore, Inc.

IG

fountainbookstore This Wednesday evening we welcome back one of our favorite authors ever! Michael Knight. He wrote our 2017 book of the year with a collection of short stories EVENINGLAND (ugh, seriously so good) and now he's back with a new novel titled AT BRIARWOOD SCHOOL for GIRLS, already a star here at Fountain. Please join us Wednesday, 6:30pm here at the #michaelknight #rva #authoreve #fountainbookstore #southernlit

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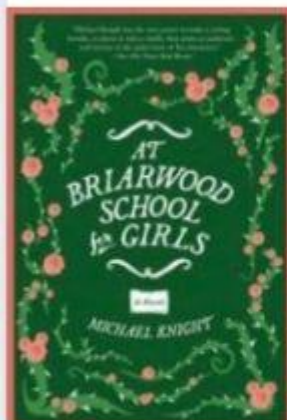


Liked by lpgbook and 45 others

APRIL 28



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

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7



Like



Comment



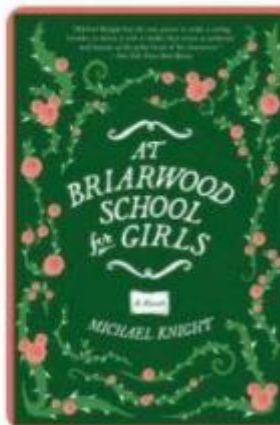
Write a comment...



Fountain Bookstore @FountainBkstore - May 1
Tonight!! I'm chatting with Michael Knight, author of A
Girls. I loved this book! Read my review here!
fountainbookstore.com/book/978080212.

T

And I hope we see you at 6:30pm



One of Our
Absolute
Favorites:
Michael Knight
Returns to
Fountain

Wednesday,
May 1,
6:30PM

Grove Atlantic



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Fountain Bookstore

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One of Our Absolute Favorites: Michael Knight Returns to Fountain



One of Our
Absolute
Favorites:
Michael Knight
Returns to
Fountain

Wednesday,
May 1,
6:30PM



Michael Knight will be in conversation with Kelly Justice, owner of Fountain.

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!

Michael Knight is the winner of Fountain's Book of the Year 2017 for Eveningland as well as many other accolades and awards that may be considered more impressive including but not limited to:

Winner, Robert Penn Warren Prize for Excellence in Fiction
John and Reesie Graham Emerging Southern Writer
New Writing Award, Fellowship of Southern Writers
PEN/Hemingway Foundation Special Citation
Hemfield Foundation Award for Fiction

Michael Knight is the author of the novels *The Typist* and *Divining Rod*, the short story

W



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MARKETING MEETUP

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

[EventBrite](#): 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

[Seminary Co-op/57th Street Books Style Guide](#)

[Slack](#): is a collaboration hub where you and your team can work together to get things done.

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**MARKETING
MEETUP**

**Thank you for
attending!**

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

Email Questions:
marketingmeetup@bookweb.org