

Wi12 ABA Winter Institute 2017

Minneapolis, MN | 1•27-1•30



Building A Social Media Event to Drive Sales That Gets Results: Fountain Bookstore Strategy Guide

- Read this entire document through. Email Kelly Justice with any questions: info@fountainbookstore.com
- 6 months out: Pick ONE project: a book, an author, an event to promote and a date. Pick something you and involved staff find inspiring! Don't force a seemingly "good" financial prospect.
 - _____ (project)
 - _____ (deadline for purchase)
 - Get a three ring binder with a pocket
 - Place this worksheet in the notebook pocket
 - Give the notebook an easily identifiable name on its spine
 - Give it a permanent home until the project is done
- 6 months out: Determine if you are going to use an e-commerce platform, Shopify-like alternative, or both.
Skip next two sections if you will be using the Shopify-type option.
- 6 months out: Do a website review if you are planning on selling online. No one likes using an ugly, sketchy-looking, out-of-date, clunky-experience site. DIY with the help of ABA or a web developer familiar with book data. If you can afford it, I also used Matchbook Marketing: <http://welovebooksellers.com>.
 - Have several people try to buy stuff on your site using different browsers and platforms.
 - Have several people try to buy stuff using mobile app on tablets and different phones.
 - Gather data, figure out where problems are. Get them fixed now. Ask for help if you need.
 - Enable Paypal if you have not already
 - Create an "escrow" account (or Paypal) to set money aside to pay for inventory/shipping
- 5.5 months out: Determine how you will communicate with your staff and start practicing on it.
 - Pick a platform. Use it forever. We like Slack. *Commit to yours:* _____
- 5.5 months out: Plan your attack!
 - Meet with any partners in the project in person or virtually to plan social media strategy
 - Determine your main platform (Facebook, Instagram, Twitter, etc.)
 - Set dates on a calendar for announcements from all parties
 - Put that plan in the notebook
 - Use your chosen method of internal staff communication (above) to share all this information and put someone in charge of making sure it gets done.
- 5 months out: Add a pop-up to your site to get email addresses. *(Highly Recommended!!! These steps are for people who use Constant Contact or MailChimp. We use MailChimp)*
 - Ask ABA or your web developer to put that code thingy in your homepage so this will work
 - Sign up for MailMunch (or equivalent) to complete the process
 - Call ABA or your tech advisor or a 12 year old repeatedly when you can't figure this out
 - Don't forget that the mobile has to be set up differently and do that
- 4 months out: Research your shipping options *(if applicable)*
 - Determine the properties of what you are going to ship (usually available on iPage)
 - if at all possible, obtain the actual item to be shipped
 - _____ height/width/length
 - _____ weight
 - _____ fragile? special packaging?
 - _____ mail service? (we use stamps.com)

- Determine your costs of shipping (*at the time of the promotion, not current...look for any planned price increases or ask about them*), packaging materials, and labor per package
 - _____ put methods here
 - Create a spreadsheet or just write down all the intel gathered on this. Add to binder.
- Train yourself and your involved staff
- 3 months out: Start pushing
 - Using your calendar, have your team start beating the drums!!!
 - A calendar is great, but be flexible. Interact!!! Someone retweets you? You love them! Send them hearts! Any mention of your promotion deserves a thank you. Continue til promo date and beyond
- 2 months out: Practical matters
 - Over-schedule staff based on initial response, or enlist and train volunteers
 - Inform your shipping services (if applicable) that they need to be ready; find a key person
 - Order your supplies
 - Continue to promote with your partners
 - Double-check your shipping costs
 - Plan when you are going to purchase inventory
- 1 month out: Final stages
 - Design push marketing flier/bookmark
 - Have push marketing printed
 - Create “thank you” email
 - Make final arrangements with all parties
 - Order books asap! Use money in escrow account, make sure you have enough left for shipping
- 2 weeks out: Last blast
 - Last blasts go out from your partner parties and your bookstore
 - Emphasize the cut-off date for ordering books/tickets
- 1 week out to Day Zero: Start filling orders/final touches on event
 - Fill all orders/have event
 - Be sure to send tracking for shipments/ instructions for event
 - Take lots of pictures and share on social media, tagging partners
- Day Zero to As Long As It Takes: **Follow Through With Purpose**
 - Report your sales the following week
 - Use your communications platform to talk between follow-up team
 - Use a number system to identify transactions
 - Celebrate!!! Preferably on social media with lots and lots of pictures
 - Take care of customer service issues immediately, within the channel they are received.
 - Monitor all social media channels, thank/favorite ***every*** person who tags you in a post.
 - Save screenshots for inspiration
 - Send a thank you to all your partners in the project
- 1 week after
 - Do a post-game analysis as quickly as possible to identify weaknesses. Document them.

General Guidelines:

- ◆ Thank staff and volunteers often
- ◆ Use physical and digital pictures to inspire staff and volunteers
- ◆ Watch for burn out, including in oneself
- ◆ Take advantage of “teachable moments,” in the areas of customer service especially
- ◆ Celebrate victories and analyze why they worked
- ◆ Get over defeats quickly, but not until after you have analyzed why they failed, no matter how painful
- ◆ Always have another project on the horizon