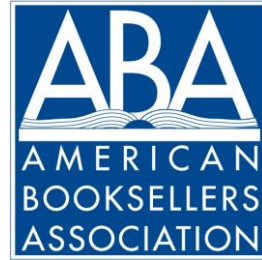


Maximizing Pre-Orders



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?

**LET'S
TALK** 
PREORDERS!

SALES



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

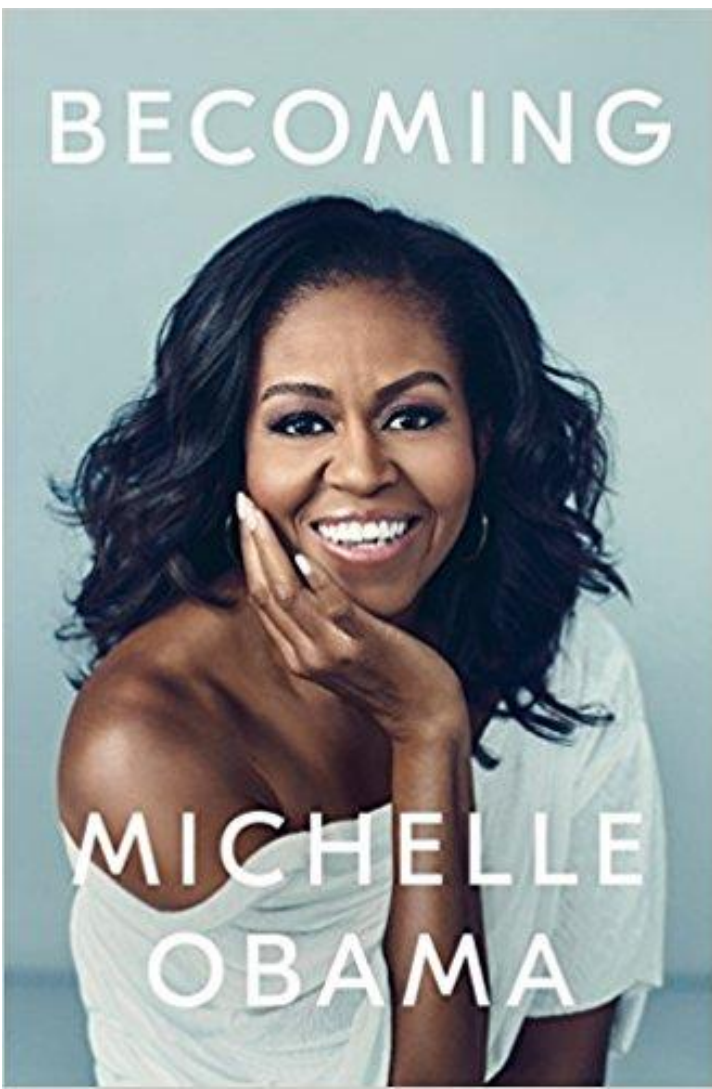
bookalert@bookweb.org

Pre-Orders

On-line: 210

In-Store: 68

Total 278

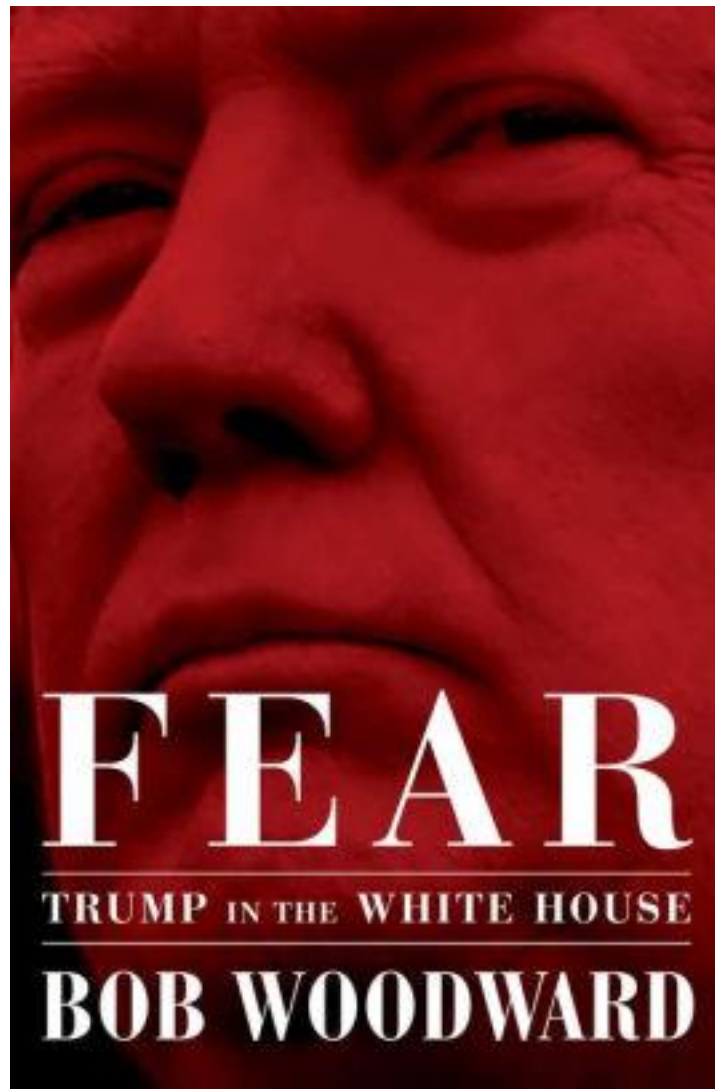


Pre-Orders

On-line: 624

In-Store: 402

Total 1026

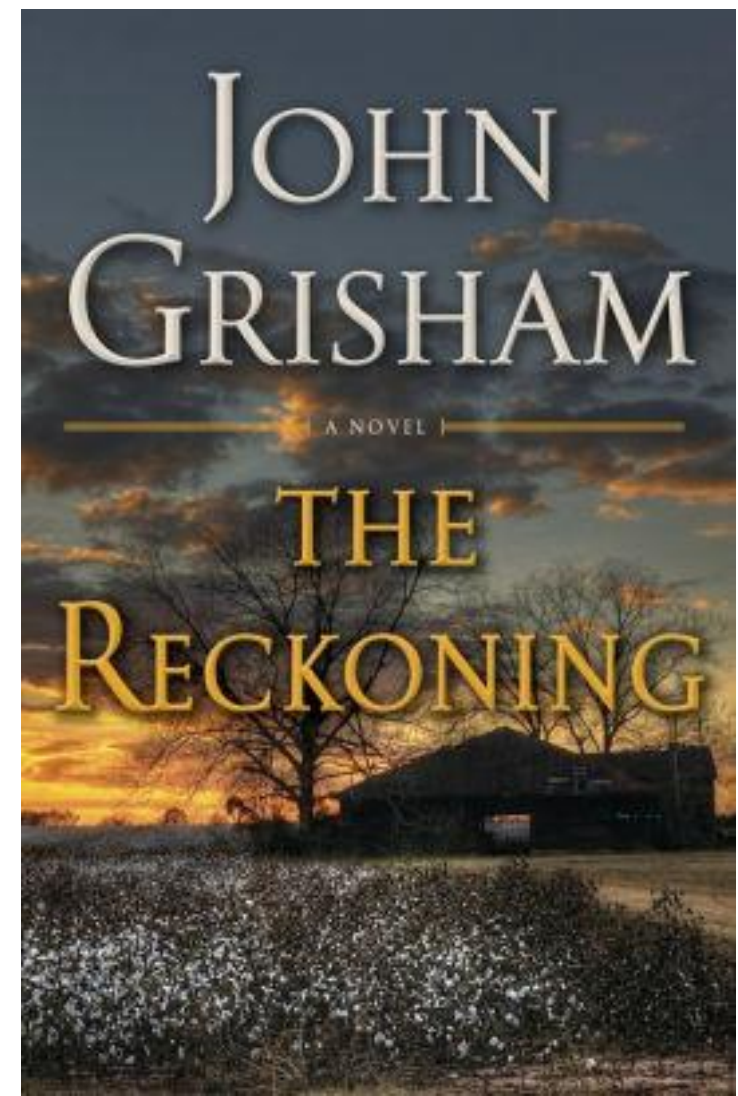


Pre-Orders

On-line: 353

In-Store: 147

Total 500



“

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



Pre-Order Task Force

BookPeople (Austin, TX)

Books Inc. (Multiple Northern California Locations)

Bookshop Santa Cruz (Santa Cruz, CA)

Bookworm of Edwards (Edwards, CO)

Cellar Door Books (Riverside, CA)

Devaney, Doak & Garrett (Farmington, ME)

DIESEL, A Bookstore (Brentwood, CA)

Flyleaf Books (Chapel Hill, NC)

Green Apple Books (San Francisco, CA)

Harvard Bookstore (Cambridge, MA)

The Learned Owl Book Shop (Hudson, OH)

Liberty Bay Books (Poulsbo, WA; Bremerton, WA)

Northshire Bookstore (Manchester Center, VT; Saratoga Springs, NY)

Page 158 (Wake Forest, NC)

Penguin Bookstore (Sewickley, PA)

Porter Square Books (Cambridge, MA)

Quail Ridge Books (Raleigh, NC)

Red Balloon Bookshop (St. Paul, MN)

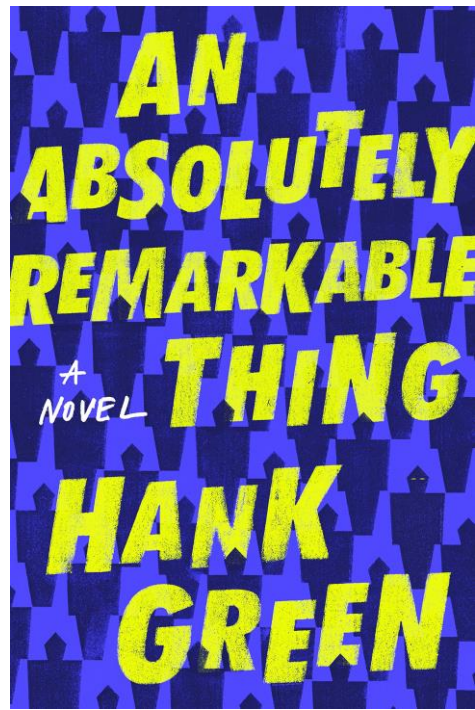
Schuler Books and Music (Grand Rapids, MI)

Third Place Books (Lake Forest Park, WA; Ravenna, WA; Seward Park, WA)

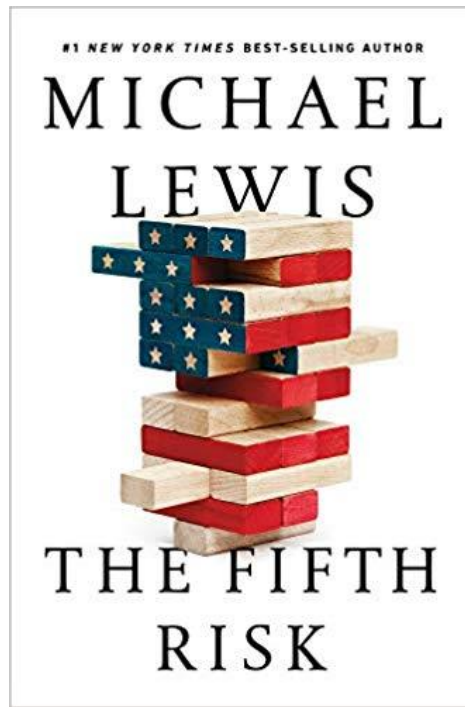
Watermark Books & Café (Wichita, KS)

WORD (Brooklyn, NY; Jersey City, NJ)

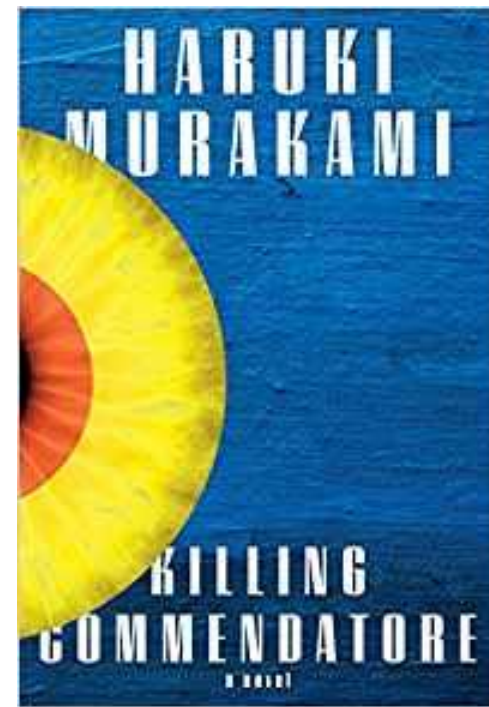
On Sale:
9/25



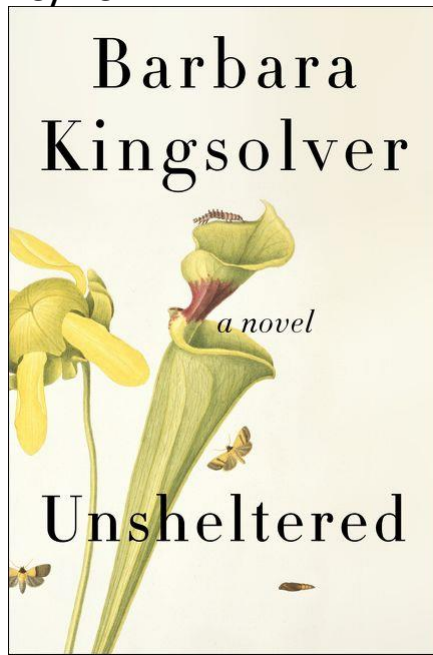
On Sale:
10/2



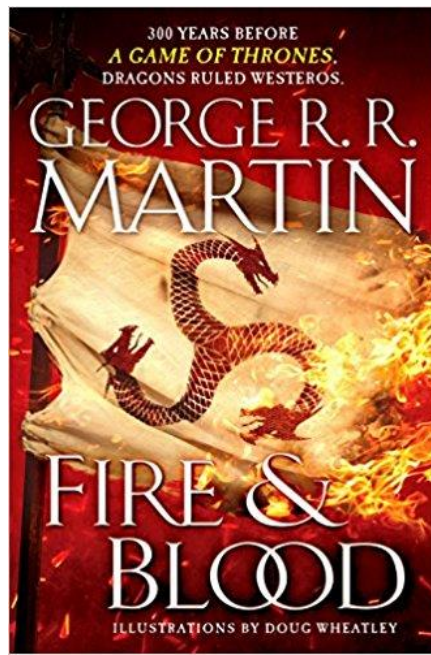
On Sale:
10/9



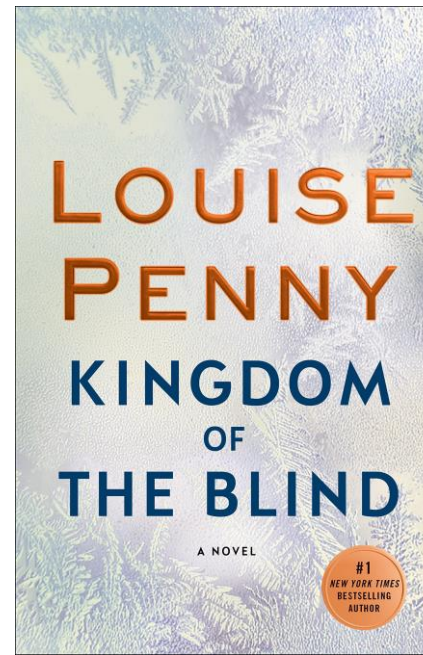
On Sale:
10/16



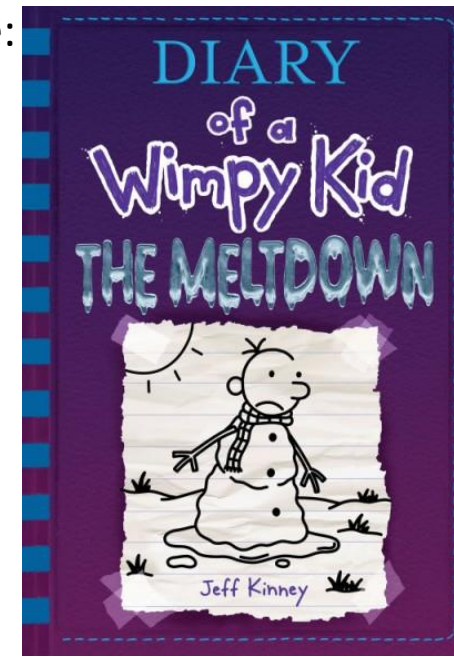
On Sale:
11/20



On Sale:
11/27



On Sale:
10/30



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

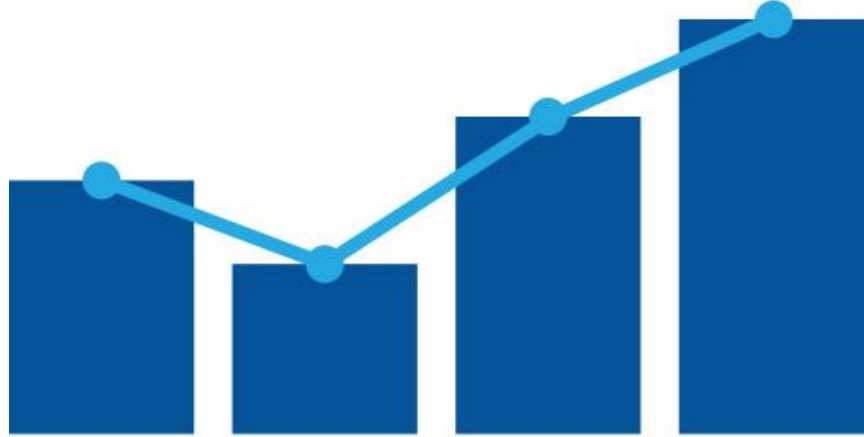
On-line = 99
In-store = 420

Pre-Orders 519

Diary of a Wimpy
Kid
The Meltdown

On-line = 377
In-store = 91

Pre-Orders 468



SALES REPORTING

Update:
Reporting Pre-Orders



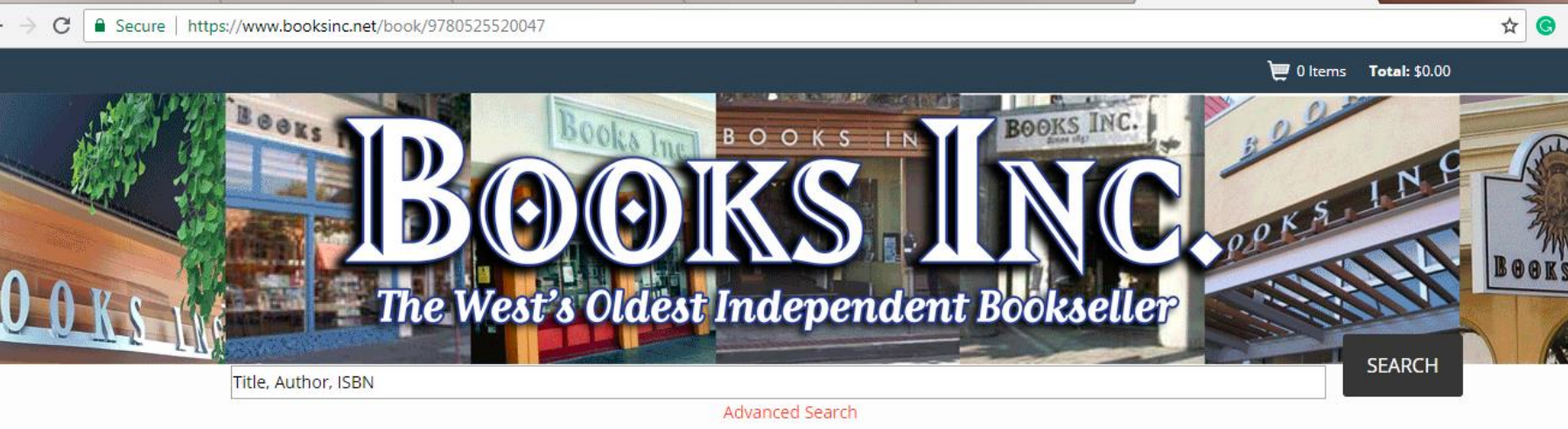
Bookseller suggested
tips for reporting on
the on-sale date...

The New York Times

Tips For Maximizing Digital Assets:

- Standard Product Pages
- Custom Product Pages
- Custom Pages





Standard Product Page

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By **Haruki Murakami**, **Philip Gabriel** (Translated by), **Ted Goossen** (Translated by)

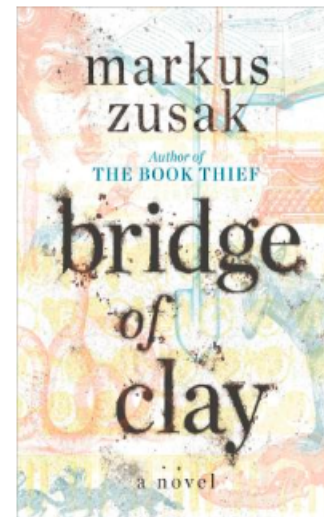
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Staff Reviews

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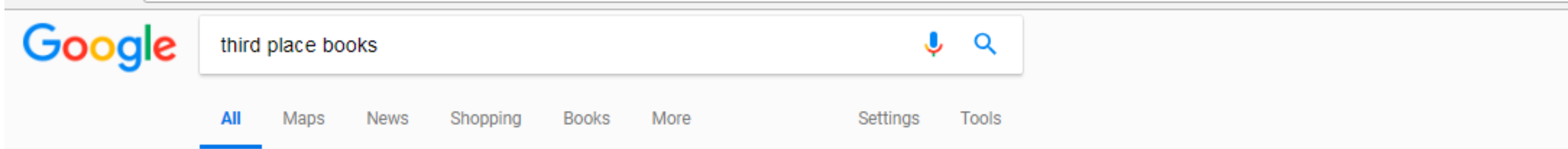
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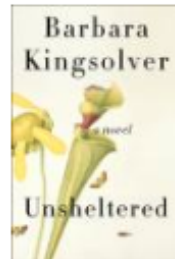
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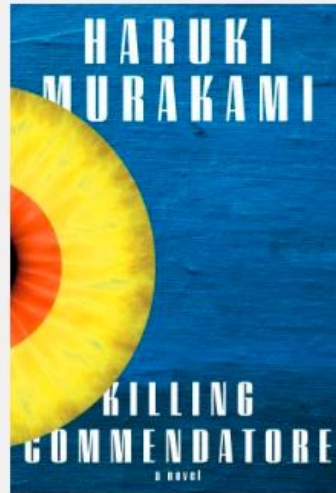
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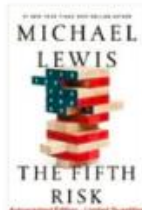
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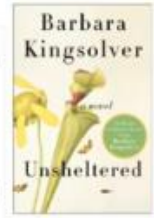
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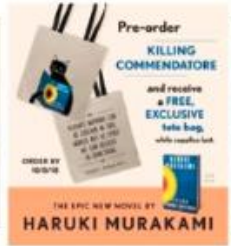
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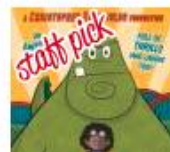
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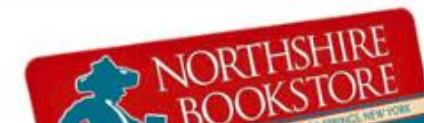
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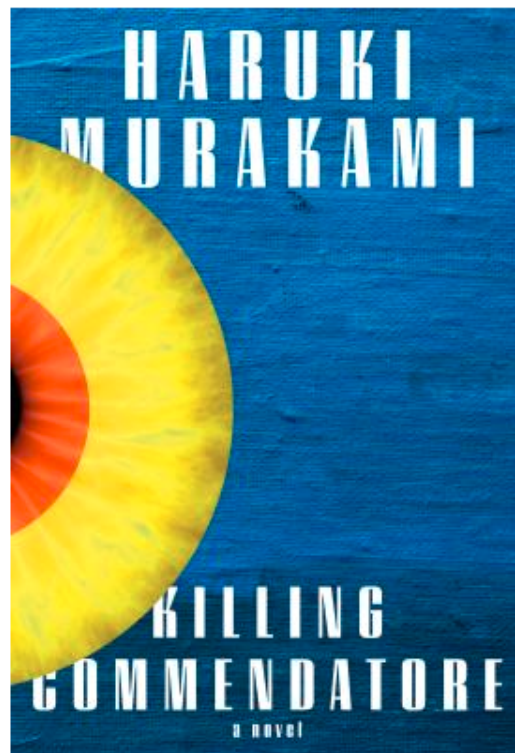


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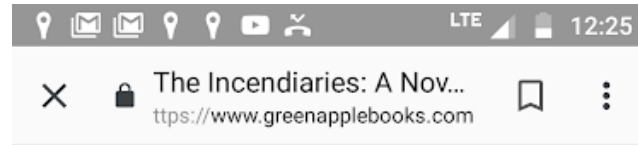
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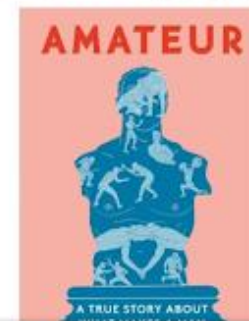
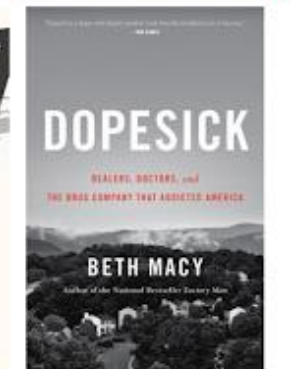
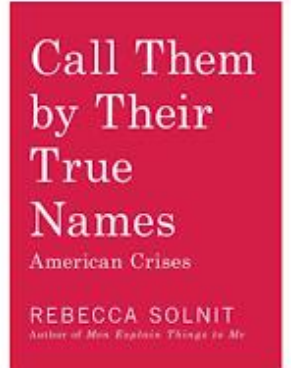
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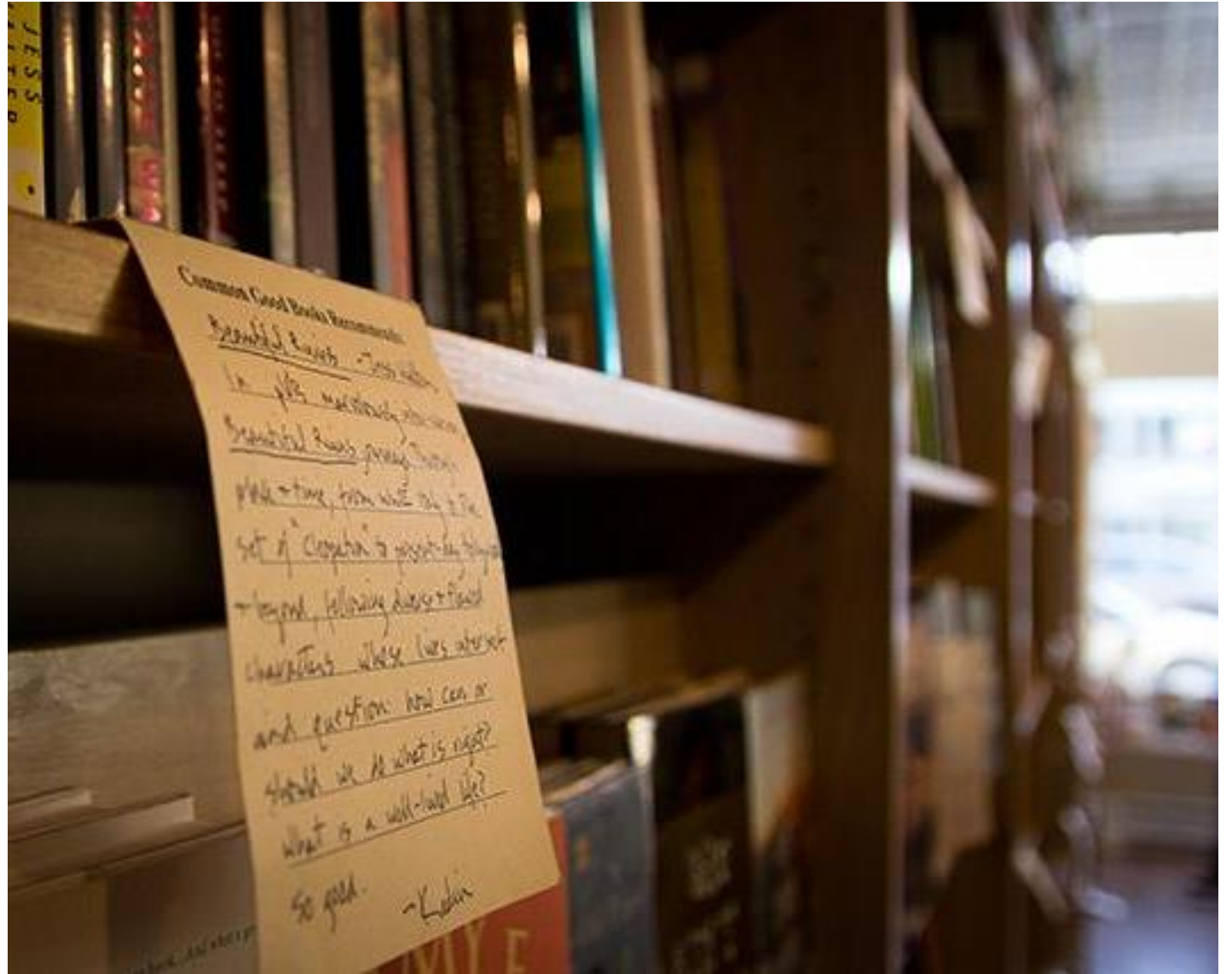
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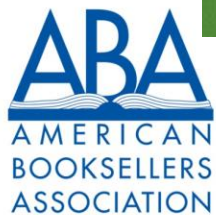
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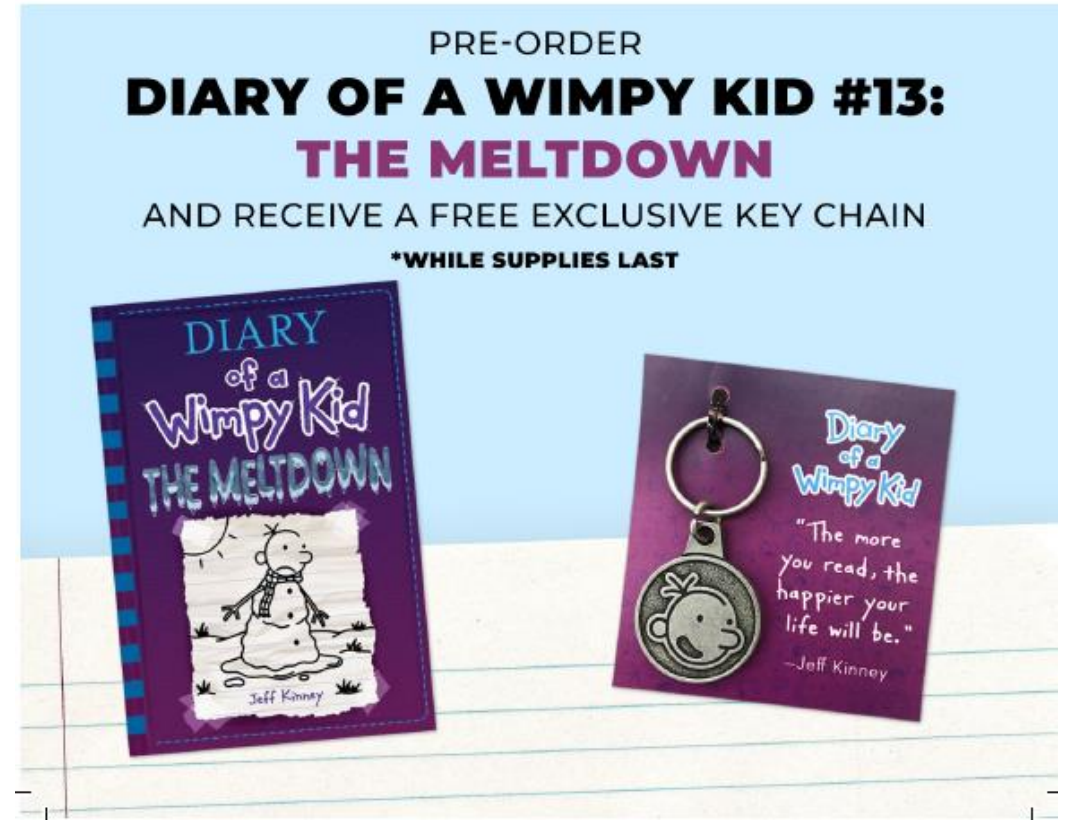
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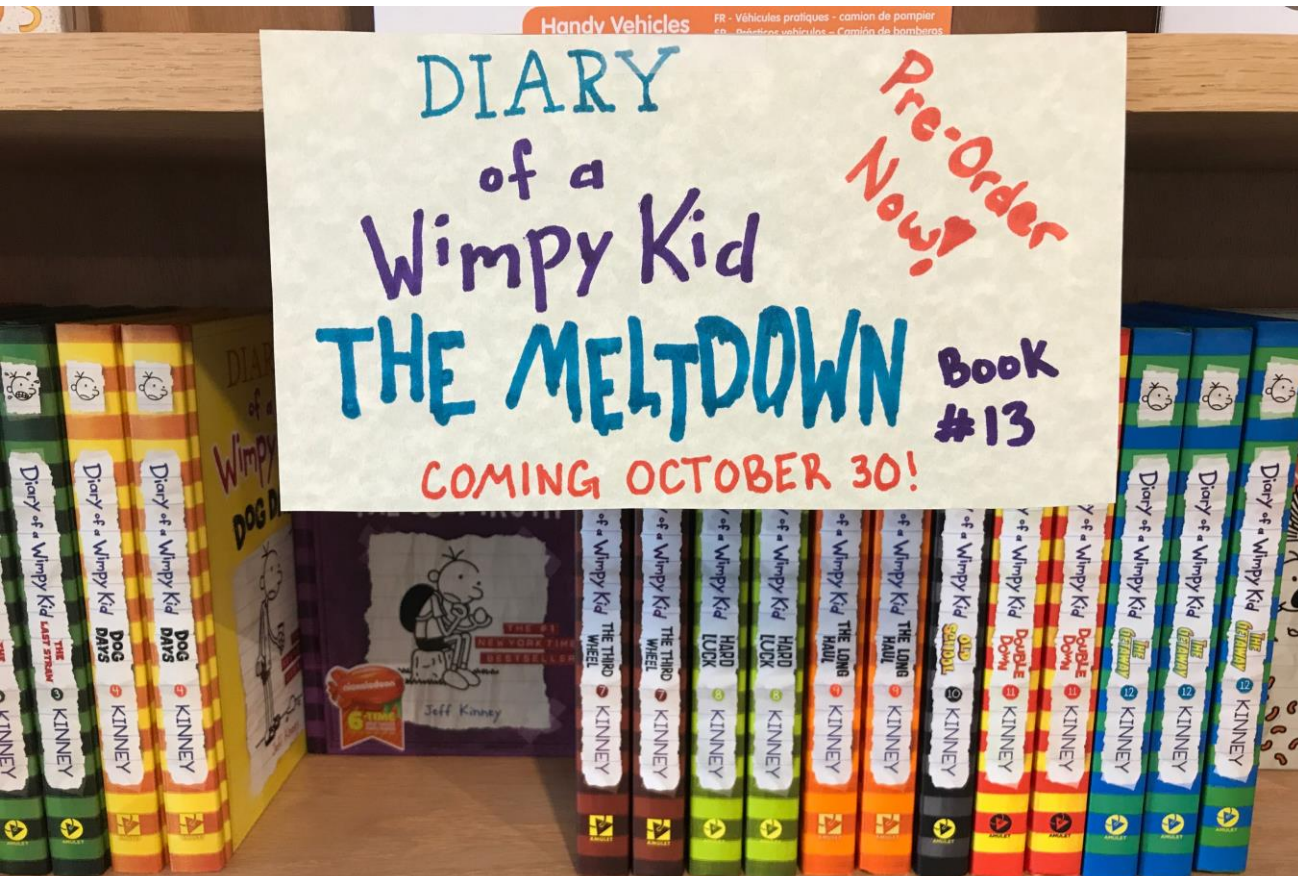
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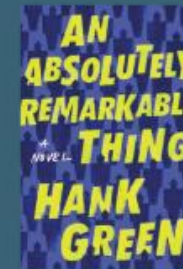
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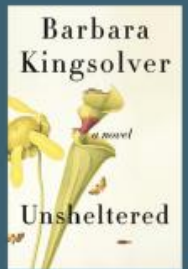
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