

- New Releases
 - Local
 - Competition
 - Children
 - Seasonal
 - Opinion
-
- Short, in depth, independent, authentic, friendly book knowledge

Don't let your social media operations run by...



- The overworked owner/manager who already has too much to do
- The overworked cynic who hasn't really bought into this new social networking stuff
- The office junior who hasn't yet got the hang of who does what, so can't handle customer issues
- The PR in an outsourced office who is completely outside of the day-to-day running of your business

Don't try to compete with Amazon



- Think niche
 - You probably have some specialisms
- Develop your relationship with your local community first and ‘work outwards’
- Build an online identity with which your customers can engage
- Represent the brand whilst retaining your personal voice
- Don’t be too personal about things

You might not need
social media at all

If you want to embrace your
global village...

... then put it into a business plan

Social media
as part of your marketing mix

Good luck!

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pictures: <http://lostpedia.wikia.com>