

Love your

10TH AUGUST 2019

BOOKSHOP

Day

PROMOTIONAL TIPS & TOOLS

Preparing for LYBD

First up make sure you let your customers know about the day! Then you can get busy planning your very own instore and online experiences.

ABA is sending out posters, bookmarks and bunting to all members to help them publicise the day. Collateral is due to reach you by July 22nd. When you receive your collateral, put it on display. The earlier the better to let passers-by know all about it!

Celebrating LYBD19 in store

There are so many fun and unique ways to celebrate LYBD19. Here are some ideas and to help you plan for 2019:

- Have staff dress up (as a book character) and invite your customers or their kids to do the same
- Invite authors or poets to visit for story time or book signings
- Invite authors to work in the store as booksellers for the day and get to know the local community
- Invite a local illustrator to come in and sketch visitors and scenes from your store
- Create a continuous story time with staff/parents/volunteers to run for one+ hours
- Create a story wall using a big piece of butcher's paper; start a story and get customers to add to it
- Hold a mad hatter's high tea - invite your community to enjoy cake and story time
- Place love hearts around the store with secret love notes from staff
- Play love songs in the store all day long
- Do a display of books about love from kids' books to gardening books
- Run a lucky dip for gold coin donation to a local charity
- Provide customers with a special "LYBD" promotional discount
- Create a party around a new book or a book by a local author, with dress-ups, songs and food themes that tie in with the book

Celebrating LYBD19 online

Make sure to promote the day online! Invite your community to engage via your website, e-news and social media channels.

We'll be promoting the day regularly on our social media channels, so please follow us and re-share our posts with your customers to let them know about the day. You can also use the collateral provided by us to take photos and create your own digital content.

Remember to like and engage with other's ABA member's posts to build engagement and excitement for the day. Last year LYBD trended on twitter! Let's do it again in 2019! Search for the official hashtags to find and follow other member's activities and unique celebrations:

**#LYBD19 #loveyourbookshopday
#whyilovemybookshop**



Here are some more ideas to create quick and fun online LYBD19 content:

- On-share ABA promotional tiles in the lead up to Saturday 10 August
- On-share and promote ABA competitions in the lead-up the LYBD
- Post a picture of the LYBD posters in your store
- Post a picture or 'boomerang' of staff in front of the posters waving at the camera or making a heart shape with their hands to represent the LYBD heart.
- Create a simple iPhone tour video of your store, which includes visuals of an LYBD poster or information. We will put examples on the LYBD website.
- Repost fun images from past celebrations to remind your community about the day
- Get your staff to do a series about #whyilovemybookshop - posting a different reason each week in the lead up to the big day
- Video your customers answering the questions #whyilovemybookshop and post in the lead-up
- Connect with your local celebrities, authors and illustrators and ask them to promote the day and visit your bookshop
- Capture all your actives on the day and post multiple times on the day with the official hashtags so ABA members and others can enjoy 'bookshop' love across the nation

Competitions

This year ABA is running online competitions to promote LYBD19. The first is a colouring competition for children and the second is a visual homage challenge for adults. Competition winners will receive ABA vouchers to be redeemed at their local bookshop.

Kids Colouring Competition

- Download the colouring competition PDF from the Love Your Bookshop Day website
- Colour it in and decorate it to the best of your abilities
- To enter, post it to your social media channel via mail@aba.org.au by July 31st
- Make sure you include the hashtags #loveyourbookshopday and #LYBD19 so ABA judges can see your entry
- Winners will be notified on August 5th 2019

Visual Homage Challenge Competition

- The visual homage challenge competition is open to adults and calls for a visual that “shows some love” to a bookshop
- It could be a photograph, an illustration or a video. It could be something simple, something complex, something poetic or something funny
- To enter, post it to your social media channel or via mail@aba.org.au by July 31st
- Make sure you include the hashtags #loveyourbookshopday and #LYBD19 so ABA judges can see your entry
- Winners will be notified on August 5th 2019

Media

If you have arranged local media for the day, you are planning to have a well-known author, illustrator or celebrity visit your store, or have an interesting activity that you think the media would like to report on please contact us by the first week of August and let us know.



Questions and support

If you have any questions or require further support in planning your #LYBD19 campaign, please contact us at mail@aba.org.au

10TH AUGUST 2019

Love your

BOOK
SHOP

The word 'BOOKSHOP' is written in large, white, outlined letters. Inside the letter 'O' of 'BOOK', a person is sitting and reading. Inside the letter 'O' of 'SHOP', a person is sitting and reading. Inside the letter 'S', a person is standing and reading. A person is also lying on top of the letter 'K', reading. Confetti is falling around the letters.

Day



Come and celebrate everything
we love about bookshops

 @BooksellersAU

 LoveYourBookshop

 @loveyourbookshopday



LOVE
YOUR
BOOKSHOP

www.loveyourbookshopday.com.au

