



BookSite

Deliver the unexpected

Increase sales, customer loyalty and staff productivity with integrated marketing tools from BookSite



BookSite

Reach him . . .



Integrated Marketing Means More Sales

- Increase traffic with e-newsletters
- Reinforce your brand with frequent contact
- Be your customers' first stop with convenient online ordering
- Back up your web marketing with personal in-store support
- Expand promotion of events and activities
- Build community loyalty with web-based local and campus author features

Integrated Marketing Means Less Work

- Integrate online orders with store POS
- Automatically refresh web pages
- Spread the work among staff with easy-to-use administrative tools
- Reduce promotion preparation, production, and distribution costs
- Integrate drop shipping and credit card processing
- Create a self-service special order capability for your customers
- Seamlessly integrate the best of BookSite with the best from your other vendors

What They're Saying about BookSite

"The ability to find items, edit them, and view the finished presentation all from the same spot on the page is just wonderful! I am able to accomplish in an hour what used to take days. My folks no longer need me to support their product entry and editing, as I did in the past."

-- Bob FitzRandolph, Brewer Bookstore, St. Lawrence University, Canton, NY

"We started working with BookSite 10 years ago, and it is one of the best business decisions we ever made. They are friendly, knowledgeable, and eager to solve any problems that might arise."

-- Bill Petrocelli, Book Passage, San Francisco, CA

BookSite Features

Superior Content

Complete book database
Book covers, reviews, annotations
Book discussion guides, author profiles
Editorial clips, movie trailers, audio clips
Bestseller and award book lists
Pre-built and custom newsletters

Simplified Administration

Easy-to-edit web pages
Seamless integration of BookSite pages
Integrated drop shipping
Complete e-commerce package
Convert PDF to Web Newsletter
Merchandise item editing tools
Conversion module
Full suite of integrated file transfer protocols
Co-op friendly book promotional features

Marketing Tools

Quality presentation of merchandise
Featured presentation of local titles
Online ordering with store pick up
Secure online customer checkout
Custom e-newsletters
Event calendar
Store-branded product display pages
Student textbook online ordering
Faculty textbook adoptions
Community marketing tools

Expert Support

On-demand technical support
Online documentation

Reach her . . .



Reach them . . .



Integrated Marketing Tools From BookSite



For the store . . .



And the site . . .



And your e-mails.

Town Center Booksellers - Basalt, CO

Create an Integrated Marketing approach for your store with BookSite web-based tools. Use built-in e-newsletters backed up by your web site to generate store traffic and the store to introduce new web-based services. BookSite content will help you create informative e-newsletters and relevant web sites to carry forward a powerful, quality image to your target audience more cost efficiently than any other advertising approach.

BookSite

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Serving the book industry since 1994