

LEVERAGING EDELWEISS+

DIGITAL CATALOG SERVICES

Host and manage your digital catalogs where they can be accessed by independent bookstores, libraries, media, agencies, and other book professionals.

- ✓ Develop a branded landing page to direct readers from your website and other marketing
- ✓ Craft custom catalogs, manage title metadata, and add comparable titles to assist accounts with making orders
- ✓ Sales reps create “mark-ups” (i.e. annotated catalogs) for their accounts with notes, tags, priorities, and suggested quantities - streamlining the sales process
- ✓ Accounts submit orders directly through Edelweiss or export to send another method
- ✓ New catalogs are included in the weekly newsletter that goes to over 70,000 book professionals

REVIEW COPIES

Share digital or print review copies with book buyers, influencers, and reviewers to generate buzz, orders, and reviews.

- ✓ Incorporate review copies into your sales communications so that book buyers can review prior to purchase
- ✓ Share review copies with contact lists and include in email, web, and social media marketing
- ✓ Customize messages to readers to include a call-to-action (review, nomination, purchase, etc.)
- ✓ Expand your reach to new audiences of 135,000+ book professionals in Edelweiss+
- ✓ New review copies are included in the weekly newsletter that goes to over 70,000 book professionals

135,000+
BOOK PROFESSIONALS

- » 20,000+ booksellers, including 2,700 verified B&N employees
- » 18,000+ librarians
- » 16,000+ publishers, distributors, and sales reps
- » 9,000+ academics
- » 6,000+ media or agency professionals
- » 50,000+ reviewers, readers, or other book lovers

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EDELWEISS+
Work Better, Read More.

LEVERAGING EDELWEISS+

TITLE PROMOTIONS

Market your titles to the largest community of book professionals to generate buzz and drive sales.

- ✓ Banner ads in the weekly newsletter reach over 70,000 users
- ✓ Featured Titles are showcased in the weekly newsletter and highlighted at the top of the Review Copy tab in Edelweiss+
- ✓ Monthly newsletter advertising reaches targeted groups of Edelweiss+ users: booksellers, librarians, media and reviewers, and publishers
- ✓ Title banners draw attention to your title within Edelweiss+

EDELWEISS+ ANALYTICS

Daily reporting of your title sales in 400+ Indies, improving sales effectiveness at the national, regional, and individual store level.

- ✓ Use daily sales email reports to monitor early signs of market pickup so that you can adapt marketing and sales strategies immediately as needed
- ✓ Analyze the sales of titles within catalogs to identify opportunities to maximize your approach to the Indie channel
- ✓ Sales reps can analyze what their accounts have in stock or on order, providing personalized recommendations

EDELWEISS360

Panoramic view of Edelweiss+ user activity surrounding your titles and catalogs with the ability to target influencers and increase effectiveness of marketing tactics.

- ✓ Track activities such as reviews, downloads, orders, and shares for 135,000+ book professionals
- ✓ Identify and contact high quality influencers based on their job function, account affiliation, interests, or previous interactions with similar titles
- ✓ Sales reps can identify and connect with influencers within their accounts to drive sales