

Get the Most out of Your Holiday Catalog

Here's what you can do:

- Order at least one of everything. Remember, this is not a normal sales period. Customer purchases are influenced by the catalog and they are buying for others. Don't let down an excited customer by not having the one thing he/she emphatically circled!
- Newspaper insertion—put them in your local daily or weekly and draw in your neighbors. Remind them you're there and have much to offer.
- Build a display! Like a fountain or a statue, people will be drawn to it. If you put the program to work, with PNBA provided promotional pieces and prominently featured books, your customers will be convinced that these are the gift books they are looking for.
- Use that display as an anchor for decoration and display theme that runs throughout the store. Put catalog titles face out in appropriate sections, and use shelf-talkers and Holiday Catalog promotional bookmarks to identify them as catalog titles. Place stacks of catalogs on counters, at registers and on racks and shelves.
- Consider discounting catalog titles. This makes for happy customers who will make it a holiday shopping tradition to hit your catalog sale. Consider compiling a mailing list of these purchasers; mail the catalog direct to them year after year.
- Bag-stuff catalogs, especially early in the season, to entice those customers back for their last minute shopping.
- Hand out catalogs to attendees of your November and December store events. Put one on each chair.
- Put a copy of the catalog into all of your November and December mail orders.

And some more creative and customized possibilities:

- Organize a staff Holiday Catalog kickoff party. Have employees share what they know about particular titles and the ones that just give them "that feeling." Build a collective brain of HC handselling expertise.
- Host a special Holiday Catalog shopping evening. Offer refreshments, entertainment, and discounts on HC or all titles for the evening.
- Partner with other businesses in the neighborhood. Ask them to display Holiday Catalogs and help to promote their specials and events in return.
- Form partnerships with your local Chamber of Commerce, library, etc.
- Be creative! Come up with your own sensible or outlandish promotions.