

Stay in touch. Stay connected.
And they'll think of your bookstore first.

As an independent bookseller, you know the impact your customers can have on your business. That's why you need to communicate with them regularly. Remind them of your value. It's how you drive repeat business... build customer loyalty... and boost your business success.

Build customer loyalty with email marketing

Imagine your customers looking forward to messages from you. Permission-based email marketing does just that... and more. It's the perfect fit for independent booksellers like you. It doesn't cost much. It doesn't take a lot of time. And it's effective. That's why over 185,000 customers – many of them booksellers just like you – use Constant Contact to stay in touch and stay connected with their customers. From email newsletters spotlighting the latest titles... to money-saving promotions... to announcements of author appearances, they're discovering that – when it's time to buy – email communications get customers to think of your bookstore first.

ABA and Constant Contact – working together to help you succeed.

Because we're committed to the success of businesses like yours, the American Booksellers Association (ABA) has teamed up with Constant Contact, a leader in email marketing. Learn why over **350 independent booksellers** are using Email Marketing from Constant Contact to stay in touch and stay connected with their customers.

Prices start at just \$15 a month!
Annual rebates for all ABA Regular Members.

FREE 60-DAY TRIAL

Send unlimited emails to up to 100 contacts. No risk. No obligation. No credit card required.

Visit ConstantContact.com/americanbooksellers or call us toll-free: **1-800-221-2701**



Create professional-looking emails with Constant Contact's templates

“Constant Contact has been a real boon to our members. It's allowing independent booksellers to cost-effectively reach their customers and promote their stores. ABA is very pleased with the program.”

- Len Vlahos, BookSense.com
Chief Program Officer, ABA





“In our business, we take pride in providing a high level of service and value to our customers. Constant Contact has been instrumental in helping us communicate regularly to achieve this and build loyalty among our customers.”

- Roger D. Doeren, Rainy Day Books, Inc.

Our service is affordable!
Prices start at just
\$15 a month!



Create emails as professional as your bookstore. Email Marketing from Constant Contact.®

Manage your email lists in one place

With our list-importing and updating tools, it's easy to keep your contacts current and accurate. And you can segment your lists to send focused, tailored email newsletters and promotions.

We'll help you start and grow your list

Don't have a list yet? Capture website visitors with our "Join My Mailing List" button. Include our "Forward-to-a-Friend" link in your emails and make it easy to get referrals.

Email templates make creating an email easy

With our wide selection of email templates and our step-by-step, point-and-click Email Wizard, you'll create your email in no time at all. No technical expertise needed.

Tailor your email to project your business's look

You can easily change the layout, colors, and fonts, and add new links and images, including your bookstore's logo.

Send your emails with confidence

Our built-in anti-spam checker and automatic bounce and unsubscribe management means you'll be sending your emails only to people who want to receive them.

Review, and learn from, your email results

Our revealing, insightful, easy-to-read reports show you who opened your emails, what links they clicked on, and more. You'll gain valuable insights that you can use in your next communication.

You can add Email Archive

You can introduce exciting new content to your website when you turn the emails you've sent into easy-to-view web pages. It's a snap when you add Email Archive to your Email Marketing.

FREE 60-DAY TRIAL

Send as many emails as you'd like, as often as you'd like, to up to 100 contacts. During your trial, you can explore all the features and benefits our customers enjoy. And you get the same FREE personal coaching and support. Try it FREE for 60 days. There's no risk, no obligation, and no credit card required.

Visit ConstantContact.com/americanbooksellers or call us toll-free: **1-800-221-2701**