

Top tips for selling and promoting Indie Exclusives

Here are some top tips from our team about how to use our assets to generate pre-orders and make sure you are benefitting as much as possible from our Indie Exclusives.

From Richard Green, Independent Bookshop & Wholesaler Manager:

'My top tip for bookshops is to create a product page for the signed/indie edition featuring the packshot, and make sure the words "signed independent bookshop edition" or "signed edition" are prominent on the page so that when the customers clicks on the link, they are confident they've got the right edition. Here's a great example.'



Pre-Order for 12th of September:
Signed Indie Exclusive Edition of
Somewhere Beyond The Sea by
TJ Klune

£20.00
Tax included.

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PRE-ORDER now for a SIGNED INDIE EXCLUSIVE copy (available 12th of September)

From Andy Belshaw, Regional Account Manager, Northern England:

'My tip would be to get in early with orders. This helps us to estimate print runs accurately and make sure we have plenty of stock, avoiding any disappointment. If you are pitching for an event, I can put that in the mix too.'

From Elle Gibbons, Head of Marketing, Literature and Partnerships Comms:

'My top tip would be to use the animations and videos for the indie exclusives on Instagram and X which should help you achieve 5-10% improvement on engagement compared to static images.'

From Jamie Forrest, Marketing Director, Fiction Comms

'Be sure to share your pre-order page with your local rep early so that we can add it to any link trees. Authors are usually keen to support your pre-order campaigns when they can so the earlier the better.'

From Cheyney Smith, Head of Marketing, Children's Comms

'Have a think about where the children's and YA book buyers are active online. For example, the children's book buying community (especially grandparents and parents!) is very active on Facebook, consequently posting a link to pre-order on Facebook can generate really strong engagement and conversation.'