

DRIVING WORLD-WIDE SOCIAL MEDIA ENGAGEMENT FOR A NOT-FOR-PROFIT

ABOUT THE ABA

- The American Booksellers Association (ABA) is a national not-for-profit trade organization, working with booksellers and industry partners to ensure the success and profitability of independently owned book retailers, and to assist in expanding the community of the book.

SOLUTION

- Basis Technologies Media Strategy and Activation team developed a Twitter campaign that targeted journalists, activists, and book lovers that would support and spread the word. In parallel, the team geo-targeted readers within a ten-mile radius of an independent bookstores to help drive foot traffic.

CHALLENGE

- The ABA partnered with Basis Technologies to help bring their in-store events campaign “Don’t Box Out Bookstores” into the digital space to extend their messaging and drive engagement. The event brought attention to convenience culture and its effect on independent bookstores across the country.

RESULTS

- The campaign generated national press across the country from publications such as The New York Times, LA Times, The Washington Post, The Chicago Tribune, The Miami Herald, Forbes, Business Insider, Daily News, and more. The campaign even reached global heights with mentions in Europe, the Philippines, Indonesia, India, and Russia.



Before the campaign, 25% of independent bookstores were in danger of closing, and since the launch of the campaign, that number has drastically dropped to 5%.

-ABA

BASIS TECHNOLOGIES SUPPORT



STRATEGY



ACTIVATION



EDUCATION

RESULTS

9,139

Mentions

538,000

Likes

2.8MM/
3.4MM

Shares/Interactions

112MM

Reach