

Dino's book store - Business model

Products and store

The store is currently small, with only a few different genres. If I were to make this an actual store, I would add more genres, and possibly focus more on a specific one. A good choice would be fantasy and sci-fi. The only store specializing in those genres where I live does not have a good e-shop.

Smaller stores that specialize in a specific type of products have expertise that the bigger ones do not have. Considering the huge amount of competition from other, bigger, book stores this would be a great strategy.

One thing the most small, specialized stores do not have is a great website. Even if they are focused on e-commerce, the website is usually a bit outdated. Especially when it comes to the store itself. That means that a great store-page would go a long way to stand out from the competition.

Marketing strategies

When it comes to marketing there are two different categories. Online marketing like facebook, and physical marketing like posters and conventions.

The digital marketing would mainly take place on facebook. Due to there being a lot of buying/selling groups that allow marketing, facebook is a great way to reach the intended target group. Additionally they have targeted ads you can pay for.

Due to the future plan being a specialized store, it opens up the possibility to effectively market the store at conventions. There are conventions for a lot of different interests. One of the hobbies/interests that has a lot of conventions is fantasy/sci-fi. They would be a great place to market the store, and get some sales.

If I wanted to do some more physical marketing, I could put up posters on the poster-boards around town. Putting up these posters in smaller towns would be even more useful, due to them not having a bookstore specialized in fantasy and sci-fi close by.

An important part of keeping customers is the marketing emails. These are sent to customers who signed up for the emails on the message form. The goal is to peak the customers interest in the email content, and get them to browse the store.

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