

Quarter	Genre	Promotion	Description
Q1 2023	Fantasy	Buy one, get one 50% off	Customers can buy one fantasy book and get another one for 50% off.
Q1 2023	Mystery	Online scavenger hunt with discount prize	The bookstore will host an online scavenger hunt with a 20% discount on mystery books for those who complete it.
Q1 2023	Romance	Valentine's Day sale	The bookstore will have a sale on romance books in honor of Valentine's Day.
Q1 2023	Historical fiction	Historical fiction blog posts	The bookstore will write a series of blog posts on their website to promote historical fiction books.
Q2 2023	Fantasy	Author talks	The bookstore will host book talks with popular fantasy book authors.
Q2 2023	Mystery	Mystery book club	The bookstore will host a mystery book club where readers can discuss the latest mystery novels.
Q2 2023	Romance	Author event	The bookstore will host an event with a popular romance author.
Q2 2023	Historical fiction	15% off all historical fiction books	Customers can save 15% on all historical fiction books.
Q3 2023	Fantasy	Buy one, get one 50% off	Customers can buy one fantasy book and get another one for 50% off.
Q3 2023	Mystery	Author talks	The bookstore will host book talks with popular mystery book authors.
Q3 2023	Romance	Free romance novel with purchase	Customers who purchase a romance novel will receive a free romance novel.
Q3 2023	Historical fiction	Readathon	The bookstore will host a readathon where participants will read as many historical fiction books as they can in a set period of time.
Q4 2023	Fantasy	BOGO 50% off	Customers can buy one fantasy book and get another one for 50% off.
Q4 2023	Mystery	20% off all mystery books	Customers can save 20% on all mystery books.
Q4 2023	Romance	Holiday gift guide	The bookstore will create a holiday gift guide featuring romance novels.
Q4 2023	Historical fiction	Historical society partnerships	The bookstore will partner with local and national historical societies to promote historical fiction books.