

Creating offers

An offer can be anything you'd like to share with local booklovers, such as:

- Event news – from author signings to coffee mornings
- Club news – from book groups to school groups
- Promotion news – from value added to money off

Step-by-step guide

1. In My Offers, click Add Offer. Then use the step-by-step template

2. Enter details of the offer, including times and dates

3. Select the date range you want to publicise your offer

4. Make the offer LIVE (or save it as a DRAFT)

Step-by-step offers template

Caboodle will then promote your offer in two ways:

- It will appear in our bookshop search results
- It will be sent, by email, to anyone on our database that lives or works near your bookshop

You can also send this same offer to:

- your social network – simply press the share button
- your own email list (simply select SNIP and then post the copy it into whichever email system you use)

Contact details:

- If you need any further information about Caboodle or have questions about adding offers, please email us at caboodle@booktokens.co.uk

User Guide

What is Caboodle?

Loyalty and rewards – free for you and your customers

Rewards customer loyalty and supports BA members by driving footfall.

Fully managed by the Book Tokens team, it will be supported by on-going marketing.

Local email marketing service

Easy to use, allows you to talk to new customers through our extensive database and 450,000 annual website visitors.

Consumer home page

How does Caboodle benefit you?

- It will help you reach new customers – Book Tokens has a growing database of booklovers and the National Book Tokens website has over 450,000 views per year
- Caboodle is all about encouraging customer loyalty, creating targeted local offers will support this
- Because Caboodle helps you create and manage all your marketing emails, it could save you time

Bookseller home page and dashboard

Caboodle

Sign Up and Win

Free Books

Local Offers

Welcome to My Caboodle

Caboodlers [?]	NBT site views [?]
63,457	493,909
Total live offers [?]	Your Shop views [?]
9	49
Your offer views [?]	Your live offers [?]
436	5

My Offers

My Shop's Profile

Indiebound

How to Start

Every bookshop will be set up in Caboodle and you'll have an account; we'll email you with a link so you can log in.

The first thing to do is to **enhance your bookshop profile**, perhaps add a picture or your Facebook link.

By doing this you can tell the thousands of consumers who use our stockists search each year a little bit more about your bookshop.

Enhanced search result – showing services, specialities and offers



Next, you can create an offer or an update

– this could be information about a regular event or an ad hoc promotion.

- You do this using a simple step-by-step template (see page 4)
- Caboodle emails your offer to local consumers on the Book Tokens database and shares it via the National Book Tokens website
- You can send it to your own email list and share it with your social media followers
- It's easy...

Sample local emails



Using Caboodle in store and offline

Rewards for consumers, like free books and extra value, are all managed by Book Tokens without any cost to booksellers.

If you'd like to tell your customers about the great benefits of being a Caboodler, you can:

1. Tell them about the rewards on offer, when buying and spending National Book Tokens

2. Use our display material to encourage people to join – if you'd like some please contact us

3. Help customers not on the web to claim rewards (you can do this by printing out claim forms found in the Bookseller Zone on nationalbooktokens.com)



Caboodle wobblers – simply stick to your NBT display



Caboodle branding on new cards