

National Marketing Plan
Presented
by Yael Fishman



Executive Summary for Strand Bookstore National Marketing Plan

Strand Bookstore's primary revenue comes from retail in-store sales of books, gifts, branded apparel, and merchandise. There are opportunities to increase revenue through some of the Strand's unique offerings by expanding marketing efforts to reach a broader, national market.

Three areas of revenue opportunity we propose to target are:

- Vinyl record sales through e-commerce
- The Strand's "Rare Book Room" by promoting it as a unique holiday party venue, and creating awareness nationally as an unforgettable wedding venue for traditional and same sex couples
- "Books by the Foot" through creating awareness on Instagram and display ads in targeted publications and websites for interior and set designers

A content audit shows that Strand Bookstore has a robust website but lacks a channel for blog posts. It is recommended that this channel be added to provide a home for regularly scheduled blog posts to boost SEO.

Goals and Objectives




Market some of the unique offerings Strand Bookstore offers available to a national market:

- Increase “Sounds of the Strand” vinyl collection sales by 20% through e-commerce by end of 2022
- Fill Q4 2022 booking calendar for “The Rare Book Room” event space to capacity, and increase bookings by 30% from Q1 - Q3 2023 by creating national awareness of its availability
- Increase “Books by the Foot” custom book collection sales by 10% and rental revenue by 20% by end of 2022, targeting interior decorators and set designers

Owned Content:


FAQs

The Strand Central Park Kiosk is now open! Thursday - Sunday 10AM - 7PM! Click here to learn more.



Independent Bookstore in US Since 1927

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BOOKS BY THE FOOT

Frequently Asked Questions

Purchases

How does Books by the Foot work?
If you order from one or more of our collections via the website, our team will box and ship your books, and apps offer that they will arrive at your door! If you can't take what you're looking for, or you're interested in a bulk order, feel free to directly contact us by emailing booksbythefoot@strandbooks.com or calling 212-660-6646. We can curate collections in most states and subjects, so when in doubt, ask! Books by the Foot is not a discount program nor is there a fee for our services. We simply assemble a personalized collection for you within your chosen price range. We help you get the content and aesthetic you want while keeping you within budget!

Can I customize my order by subject and color?
Yes! Most collections of can be customized by color. Please contact the Books by the Foot team (booksbythefoot@strandbooks.com or 212-660-6646) to discuss availability and receive a customized quote.

How many books are in a foot?
Is there a limit to how many feet I can order?

How long does an order take to complete?
Can I see the books before the order is finalized?

Do you sell bare books/prop books/books that are blank inside?
If I order from a collection, will I receive

Purchases

Strand Newsletter



Thank you for signing up for The Strand Newsletter!

You can customize what emails you'd like to receive below.

Email Address *

First Name

Birthday

MM / DD

Zip Code

Zip Code (outside the US)

Newsletter Options


- Strand Insider Newsletter (weekly)
- Special offers, promotions and deals!
- Live and Virtual Events (every other week)
- Art & Photography Insider (monthly)
- Strand Subscription Programs
- Autograph Session (monthly)

Subscribe




The Strandcast

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Books & Media | Books by the Foot | Events | Gifts & Apparel | Awards | Rare & Collectible | Sell Your Books & More | Subscriptions



Welcome to the Strandcast! It's your personal guide to the best books, authors, events, and more. Episodes will be released every week, featuring author interviews, book recommendations, literary history and more. Share your thoughts, feedback, and we'll make sure we're up to date!


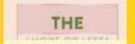







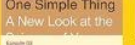


Episode 13

Episode: Books and Bits of Recent Pop Culture: That's It! Book!

Listen Now

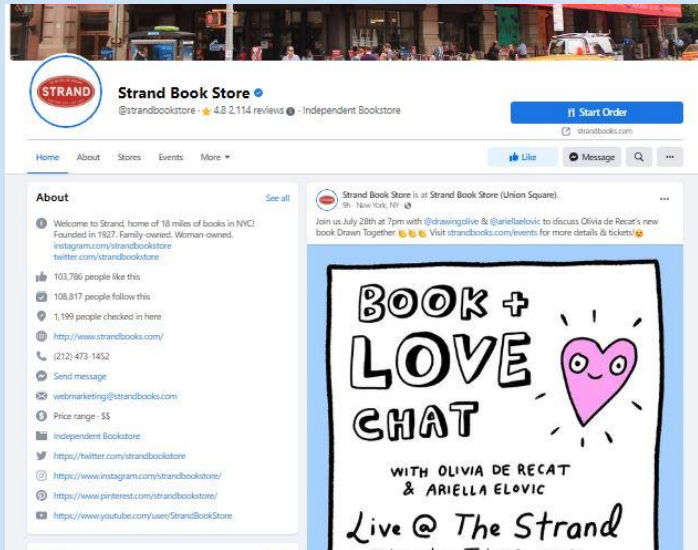
The Strandcast has been your go-to for a while for the best books, authors, events, and more. We're excited to announce that we're launching our new Strandcast, featuring author interviews, book recommendations, literary history and more. Share your thoughts, feedback, and we'll make sure we're up to date!

Episode List

 <p>Episode 12 Book Review: Author of "Name Drop" and "Anger in Paradise" is... When they go low, New Yorkers go low. by... 02/18/23</p>	 <p>Episode 11 Book Review: "The Man Who Swam the Atlantic" is... The Strands of the Atlantic Ocean... 02/18/23</p>	 <p>Episode 10 Special Date: My Book of the Week... Only 10 days left to order your copy... 02/18/23</p>
 <p>Episode 09 Book Review: "Call Me When You're Near" is... Book Review: "Call Me When You're Near" is... 02/18/23</p>	 <p>Episode 08 Book Review: "A Field Guide to the Jewish People" is... Book Review: "A Field Guide to the Jewish People" is... 02/18/23</p>	 <p>Episode 07 Book Review: "My Life" is... Book Review: "My Life" is... 02/18/23</p>
 <p>Episode 06 Book Review: "motherland" is... Book Review: "motherland" is... 02/18/23</p>	 <p>Episode 05 Book Review: "Just Beyond" is... Book Review: "Just Beyond" is... 02/18/23</p>	 <p>Episode 04 Book Review: "Lauren Wilkinson" is... Book Review: "Lauren Wilkinson" is... 02/18/23</p>
 <p>Episode 03 Book Review: "One Simple Thing" is... Book Review: "One Simple Thing" is... 02/18/23</p>	 <p>Episode 02 Book Review: "Today News" is... Book Review: "Today News" is... 02/18/23</p>	 <p>Episode 01 Book Review: "Well-Read Black Guide" is... Book Review: "Well-Read Black Guide" is... 02/18/23</p>

Non-Owned Content:

Facebook



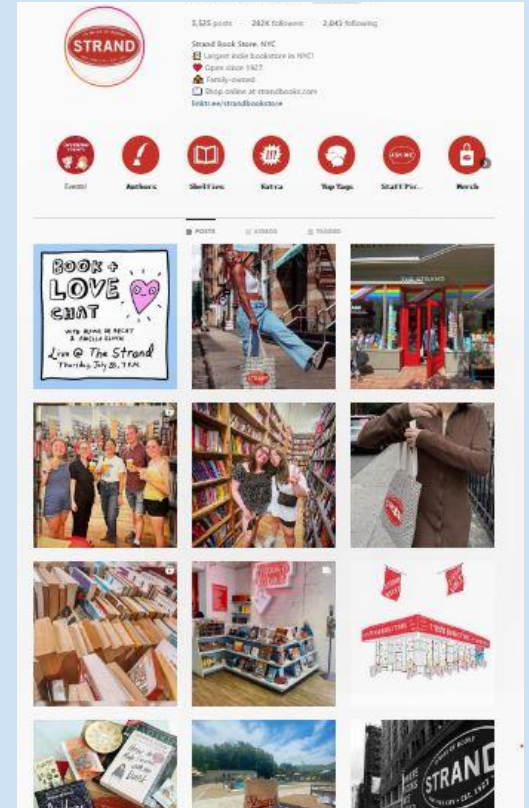
The image shows the Facebook profile page for Strand Book Store. At the top is a cover photo of the store's exterior. The profile picture is the Strand logo. The name is "Strand Book Store" with a verified badge. Below the name is the handle "@strandbookstore", a star rating of 4.8 from 2,114 reviews, and the category "Independent Bookstore". A blue "Start Order" button is visible. The "About" section includes a welcome message, founding information (1927, family-owned), and social media links for Instagram, Twitter, and YouTube. A prominent graphic for a "BOOK + LOVE CHAT" event is featured, with text: "WITH OLIVIA DE RECAT & ARIELLA ELOVIC Live @ The Strand".

Twitter



The image shows the Twitter profile page for Strand Book Store. The profile picture is the Strand logo. The name is "Strand Book Store" with a verified badge and 26.3K tweets. The bio states: "Legendary home of 18 miles of new, used & rare books since 1927. Located at Square and UWS. Shop online at strandbooks.com". It lists "Shopping & Retail" in New York, NY, and "Joined July 2007". The page shows 1,755 following and 160.5K followers. A pinned tweet from July 18, 2022, at 7:22 AM, reads: "Join Grammy nominated multidisciplinary artist and director @BlitzAmbassador for a discussion of his debut novel The Scent of Burnt Flowers & New York Times best-selling author Mateo Askaripour. will be hosted at flagship location." Below the tweet is a promotional graphic for a "Blitz Bazaar" event featuring Mateo Askaripour's book "The Scent of Burnt Flowers" on Friday, July 22, at 7 PM.

Instagram



The image shows the Instagram profile page for Strand Book Store. The profile picture is the Strand logo. The bio includes: "Strand Book Store, NYC", "Largest audio bookstore in NYC!", "Open since 1927", "Family-owned", "Shop online at strandbooks.com", and "linktr.ee/strandbookstore". The page shows 3,425 posts, 263K followers, and 2,043 following. A grid of 12 posts is visible, featuring various photos of the store's interior, book displays, and promotional graphics for events like "BOOK + LOVE CHAT" and "Blitz Bazaar".

Content gaps and opportunities for vinyl record sales

Competitors:
Academy Records and
Limited to One Record Shop

Keyword	www.strandbooks.com	https://academyrecords.com/	https://www.limitedtoonestop.com/	CPC	Average Volume
record shops near me	0	49	0	1.23	6600
where to buy vinyl records	0	93	0	0.57	3600
vinyl records stores near me	0	76	0	1.21	2900
vinyl record near me	0	58	0	1.22	2900
used record stores near me	0	33	0	1.24	2900
used vinyl records	0	44	0	0.43	2400
used record store near me	0	45	0	1.24	2400
used records	0	37	0	0.47	2400
academy gift card	0	27	0	0.28	2400
academy records	0	2	0	0.99	1900
records stores near me	0	47	0	1.42	1900
used records near me	0	12	0	1.16	1900
used records stores near me	0	59	0	1.24	1900
records near me	0	20	0	1.75	1900
buy vinyl records	0	63	0	0.67	1600
records store near me	0	71	0	1.42	1600
used vinyl records near me	0	10	0	1.22	1500

Broad gap analysis for record shops in NYC

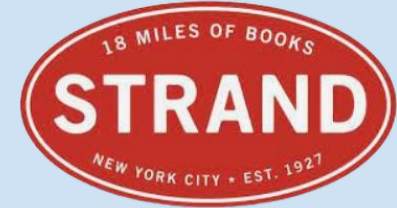
Keywords	Google Search Ranking		
	Strand Bookstore	Academy Records	Limited to One Record Shop
best place to buy records	0	24	0
buying records online	0	60	0
buying vinyl records online	0	74	0
cheapest place to buy vinyl	0	71	0
punk stores nyc	0	0	46
punk rock record store	0	0	42
rare record shops	0	0	82

Specific keyword opportunities

Insights and observations:

- Strand Bookstore is not appearing in searches for vinyl records.
- Competitor Academy Records showed low ranking for vinyl and used record searches.
- Other venue competitor, Limited to One Shop showed low but existent ranking for punk record search terms.

Content opportunities to market Strand Bookstore vinyl record sales:



Non-owned content:

- Ads targeted to millennials and Gen Zs on Twitter, Reddit, and Instagram
- Social posts on Twitter, Facebook and Instagram promoting “Sounds of the Strand” generally, and highlighting specific titles on vinyl available through e-commerce



Owned content:

- SEO optimized blog posts using keywords that competitors are ranking with, i.e. “Why The Strand is the Best Place to Buy Records in NYC”
- Deep dives into “Sounds of the Strand” on “The Strandcast” (existing podcast) about featured artists, tying back to the variety of titles available for sale on the website

Content gaps and opportunities for Strand Bookstore as an event venue

Competitors:
The Foundry and Glasshouse Chelsea

Keyword	www.strandbooks.com	https://www.theglasshouses.com/glasshouse-chelsea	https://www.thefoundry.info/	CPC	Average Volume
bookstore	4	0	0	0.81	165000
book store near me	20	0	0	0.95	110000
avenue event space	0	94	0	1.56	170
glass house 2021	0	53	0	0	170
endless entertainment	0	62	0	0.61	170
small glass house	0	84	0	0	170
glass house restaurant	0	57	0	0	170
glass hour	0	62	0	1.47	170
hoboken glass house	0	87	0	1.61	170
holiday party 2021	0	2	0	0	170
nyc venue	0	59	0	1.44	170
660 12th ave	0	1	0	0	170
the glass house wedding venue	0	7	0	1.35	170
680 west end avenue	0	95	0	0.19	170
the glass house tavern	0	37	0	0	140
venue nyc	0	59	0	1.28	140
glass house tavern new york city	0	10	0	0.76	140
the glads	0	90	0	1.8	140
nyc venue space	0	76	0	1.8	140
new york city event space	0	90	0	2	140

Broad gap analysis for small event venues in NYC

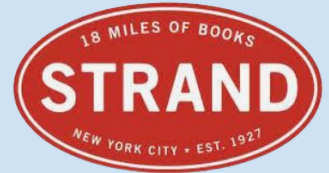
Keywords	Google Search Ranking		
	Strand Bookstore	Chelsea Glasshouse	The Foundry
Event space new york	0	75	0
Event space in nyc	0	78	0
new york city private event venues	0	57	0
christmas parties 2021	0	45	0
holiday party 2021	0	2	0
nyc venue	0	59	0

Specific keyword opportunities

Insights and observations:

- Strand Bookstore is not appearing in searches for an event venue in NYC.
- Competitor Glasshouse Chelsea ranked high for “holiday party”; ranked lower for other NYC venue searches but did rank.
- Other venue competitor, The Foundry, showed no SEO rank.

Content opportunities to market Strand Bookstore nationally as a venue option:



Non-owned content:

- Partner with wedding planning websites such as theknot.com as a reception venue
- Develop high quality video content to run on YouTube and Instagram featuring weddings, holiday parties and other events held in the Strand's "Rare Book Room"
- Display ads, print and digital - " 'Book' Your Next Special Event at The Strand"
- Advertorials (paid editorial content) in targeted local magazines in different geographical markets for LGBTQ community, travelers, and others
- SEO optimized blog posts submitted to Huff Post and Buzz Feed about unique wedding experiences

Owned content:

- SEO optimized blog posts using keywords that competitors are ranking with.
- Podcast series featuring various couples' stories who got married in the "Rare Book Room", how they met, challenges they faced, etc.

Content gaps and opportunities for Strand Bookstore's "Books by the Foot"

Competitors:
Used Books Factory
Used Wholesale Books

Keyword	www.strandbooks.com	https://www.usedbooksfactory.com	http://usedwholesalebooks.com/	CPC	Average Volume
thrift books	0	0	30	2.59	5400
wiseguy book	0	73	0	1.9	2400
thriftbooks login	0	0	28	3	2400
triftbooks	0	0	30	2.59	2400
theift books	0	0	31	2.59	1900
thriftbooks	0	0	24	2.59	1900
monga book	0	71	0	1.19	1300
thrifted books	0	0	28	3	1000
throftbooks	0	0	27	2.59	1000
thrift book com	0	0	26	1.19	1000
second hand bookstores near me	0	76	0	0.7	1000
literary fiction definition	0	78	0	0	1000
gifts for bookworms	0	68	0	0.4	1000
box of books	0	55	0	1.52	880
thriftbooka	0	0	20	2.59	880
thrift ooks	0	0	32	2.59	880
books box	0	52	0	0.84	720
patagonia second hand	0	95	0	0.83	720
the touch by brian lumley	0	70	0	0	720
4445 rock quarry rd	0	0	89	0	720
thrift bookd	0	0	21	2.59	480

Broad gap analysis for bulk books

Keywords	Google Search Ranking		
	Strand Bookstore	Used Book Factory	Used Wholesale Books
thrift books	0	0	30
box of books	0	55	0
wholesale book distributors	0	0	54
bulk book store	0	0	30
old classic books	0	92	0
wholesale bookstore	0	0	8
book bulk	0	0	13

Specific keyword opportunities

Insights and observations:

- Strand doesn't appear in searches for bulk books, books as props, or books as interior design.
- Competitor Used Books Factory has low ranking for "box of books" and "old classic books"
- Competitor Used Wholesale Books ranks 13 for "book bulk"
- Etsy marketplace has vendors who also offer books as decor for purchase (but doesn't offer rental).

Content opportunities to market Strand's "Books by the Foot" available as props and decor

Non-owned content:

- Digital display ads on architecturaldigest.com
- Print display ads in Architectural Digest
- Facebook and Instagram ads for "Books by the Foot" bulk book rental service, leading back to strandbooks.com

Owned content:

- Update FAQs on "Books by the Foot" web page to include keywords that competitors are ranking with.
- Podcast episode featuring guest client (interior designer, set designer, film or TV prop designer) talking about how they go about curating props



Content ideation to support objectives: Vinyl Record Sales

Twitter:

- Meme with Yoda - “Spin that vinyl you must”
- Sounds of the Strand asks, “What’s the first record you ever bought?” (engages followers)

Instagram: Top 5 Rare Records of the Month (using keywords “rare records”)

Blog Posts:

- “Why Vinyl is Making a Comeback”
- “Top 5 Staff Picks”
- “The Best Place to Buy Records Online” (using keywords “best place to buy records”)



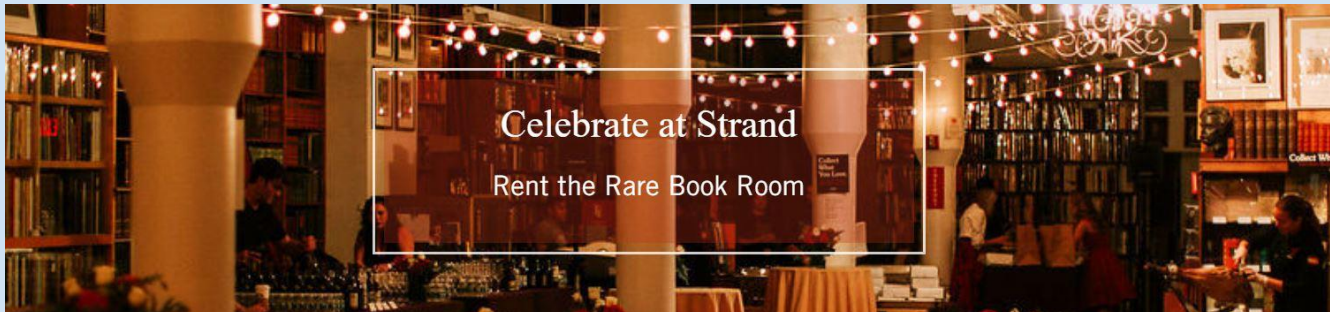
*Sounds of
The Strand*

Content ideation to support objectives: The “Rare Book Room” Event Venue

Advertorials (paid editorial) in niche publications targeting LGBTQ communities in Chicago, Miami, San Francisco, Boston - “Why You Should Plan Your Destination Wedding at The Strand’s ‘Rare Book Room’”

Instagram: “ ‘Book’ your holiday party in the ‘Rare Book Room’ at the Strand” (using keywords “holiday party”)

Blog Post: “Looking for a Unique Event Space in NYC? The Strand’s ‘Rare Book Room’ is a Rare Find” (using keywords “unique event space”)



Content ideation to support objectives: “Books by the Foot”

Display ads, print and digital in Architectural Digest Magazine and on their website:
“Books by the Foot: Bulk Books for Your Next Big Design Project” (using keywords “bulk books”)

Instagram stories and paid ads: “Need some cool props for your next design project? There’s a box of books with your name on it, with Books by the Foot at The Strand.” (using keywords “box of books”)

Blog Posts: “Top 5 Ways to Use Old Classic Books to Add Modern Charm” (using keywords “old classic books”)



Creative Mockups



Strand Bookstore

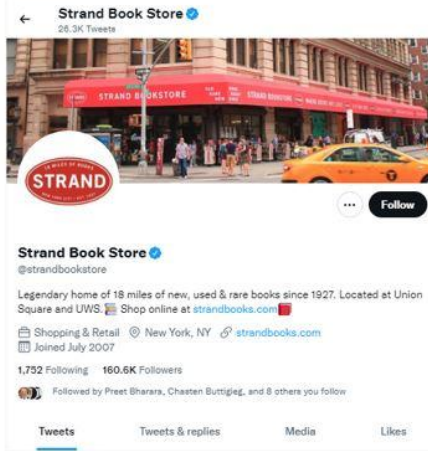
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"Where there is love there is life." – Mahatma Gandhi

[Learn More](#)

Celebrate the best day of your life at the Rare Book Room at Strand Bookstore, a venue as unique as the love you share. #strandbookstore #weddingvenue #nyc #rarebookroom #loveislove #uniquevenue nyc



Check out Strand Bookstore's vinyl bestsellers at https://www.strandbooks.com/metalist/vinyl_bestsellers



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Need some cool props for your next design project? There's a box of books with your name on it, with Books by the Foot at The Strand.



[Strandbooks.com](https://www.strandbooks.com)

[Learn more](#)

Rent your own custom book collection with Books by the Foot.