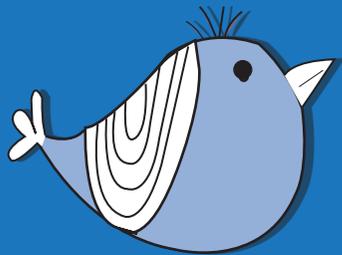


Proposal for Byrd's Books



Prepared by:

Elizabeth Callinan

May 2020

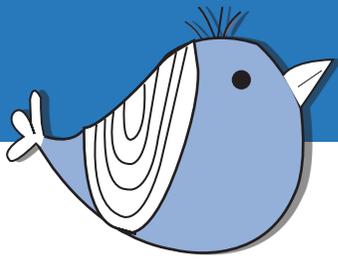
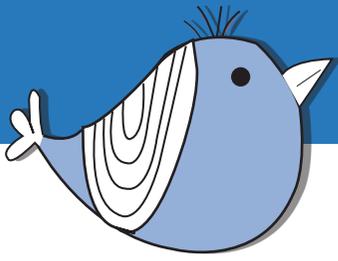


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EXECUTIVE SUMMARY

SCENARIO

Covid-19 forced countries around the globe to advance virtual communities and business structures overnight. Americans are searching for solutions, a feeling of unity, and the ability to help local businesses. They are sharing best practices, allowing for trial and error, and expressing empathy for those in need.

Michael Hendrix, Partner for Ideo, said, “the virus seems like an accelerator for digital change already underway, resistance has evaporated, and the digital mindset will persist. It is highly unlikely companies will try to return to what worked prior to the pandemic (Sullivan, 2020, pp.15).

The Covid-19 virus prompted the “Stay Safe, Stay Home” initiative forcing the bookstore to close its doors to the public (Executive Order NO. 7H, 3 C.F.R., 2020, pp.6). Right now, they are offering only a curbside pick-up. As the phase-in approach for opening businesses in the state begins to take effect at the end of May, the bookstore will remain closed to customers.

*Aditya Maheshwari said,
“New age community
builders will leverage the
Internet.”*

THE PROBLEM

Customers can no longer meet at Byrd's Books for public events, such as author presentations, book groups, or to browse for a book. The business will not return to normal until the Covid-19 pandemic has passed, allowing Governor Lamont to retract the state's order to shelter in place, which will allow the gathering of large groups. At this time, the bookstore is non-essential, which closes it to browsing, and speakers are canceled due to gatherings being capped at five people (Lamont, 2020, p.33).

THE SOLUTION

“One of the Internet’s greatest strengths is its ability to bring together people with similar interests in online communities” (Halmstad, 2016, pp.2). While bookstores have been fighting against the Internet giant, Amazon, the independent bookstore, needs to join the Internet platform while continuing to offer unique sales strategies.

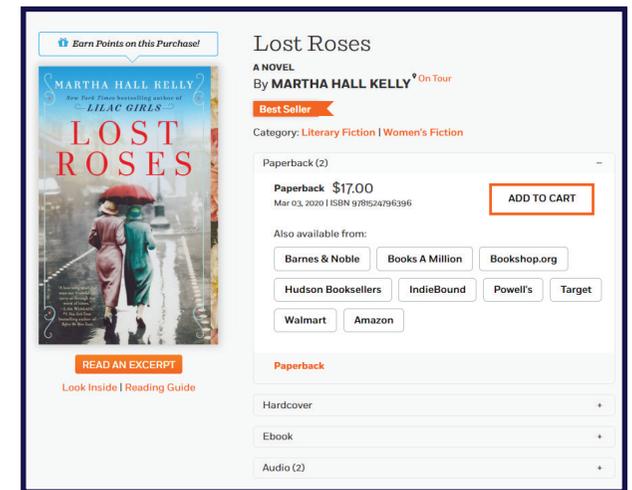
Aditya Maheshwari concludes, “New age community builders will leverage the Internet and online tools like they have not done ever before. Those who do, will build communities that will stick together through times like these” (What brands can learn from online communities, 2020, pp.26). Realigning business strategies to the Internet marketplace will meet the communities' needs by establishing new norms that unite the community, overcoming uncertainty.

Building A Strong Community

Social media has the power to facilitate collaboration among readers, authors, and publishers. “A truly energetic community is a venue for a discussion forum, request area for customers to provide insights, a knowledge resource base, and what they want to see in future products” (Halmstad, 2016, pp.11). Much like the neighborhood bookstore, it is an open forum available to everyone with Internet access.

Not just reading posts, but conversing about the topics to form a relationship. Hosting events using Zoom sessions, such as with **Martha Hall Kelly**, author of **Lost Roses**, demonstrates the power of engagement. There was not a feeling of distance, but of camaraderie from the shared experience of reading the book. Being invited into the writer's domain gave the audience a sense of intimacy to the event. Attendees got to know the characters as they virtually examined the storyboards, sharing intense feelings regarding the relationships and plot outcomes.

As the "new normal" starts to take shape, it offers support for localism. It will be this sense of strength in the community that people will need to rebuild trust to go back to the stores. The new normal is “built on the concept of transparency, open, and clear lines of communication because the more people are told, the more they can get aligned for this challenge and make a positive impact” (Levin, 2020, pp.4-7). The following pages of this proposal will tell a story about the current situation, marketplace, and steps to creatively elevate the brand despite the need for zero contact sales or in-person gatherings.

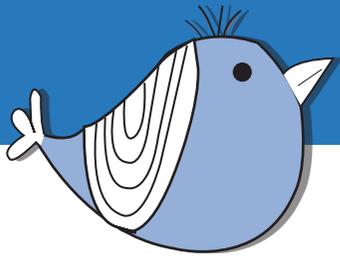


ABOUT THE COMPANY

Byrd's Books' mission is to bring great books to the community by inspiring people to read at every age. They value the small town, local business shopping mentality. The bookstore relies on local residences in Bethel and the surrounding area to stop by for an author event or browsing for a new book.

Byrd's Books started in 2012 in a 450 sq.ft. Victorian building in downtown Bethel (FitzGerald, 2012, pp.2). Since then, the bookstore has grown to a location across from PT Barnum Square, then transitioned to space across from the library. Independent bookstores each have their own experience or passion that acts as the direction and vision for the bookstore's path (Raffaelli, 2020, pp.23).





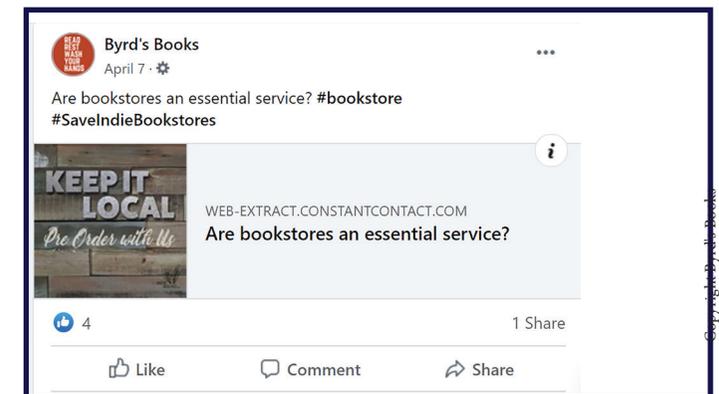
SITUATION ANALYSIS

THE FOUNDER

Hutchinson has found her focus in supporting local Connecticut talent. “Hutchinson’s puts a special focus on Bethel authors, as well as Connecticut authors, poets, publishers, and illustrators. Her Connecticut focus has been a lure,” she said. (FitzGerald, 2012, pp.5). It is this combination of local flavor and knowing your neighbors that give Byrd's Books an advantage in the marketplace.

PRODUCT & SERVICE INFORMATION

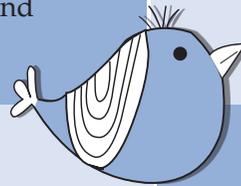
- Byrd's Books' reward program gives back \$10 after purchasing \$100 in book sales. This is a strong selling point with the community, especially Generation Z who “want to get real value for their money through things like discounts and reward programs” (Uniquely Generation Z, 2017, p.7).
- Byrd's Books' local author mentality feeds into Gen Z desire “to learn the origins of the things they buy” by offering local books from Connecticut authors, illustrators, and publishers (Francis, 2018, p.9). It is these books that highlight Byrd's Books storefront, website, and speaking engagements.
- Byrd's Books' gives back to the community not just by spurring small business events, but through “donations to school groups, civic organizations, churches, and is a big supporter of the Bethel Chamber” (Mitchell, 2015, pp.11). This action connects with the millennials, who are 50% more compelled to consider a brand with compelling brand promises (GEN Z VS MILLENNIALS, p.4). The most prominent event Byrd's Books hosts for localism is “Where’s Waldo.” For a month, the search is on to find Waldo hiding in 20-30 Bethel businesses while hoping parents will find a new store to shop. At the end of July, the “Where’s Waldo” party is filled with excited faces.



S.W.O.T. EVALUATION

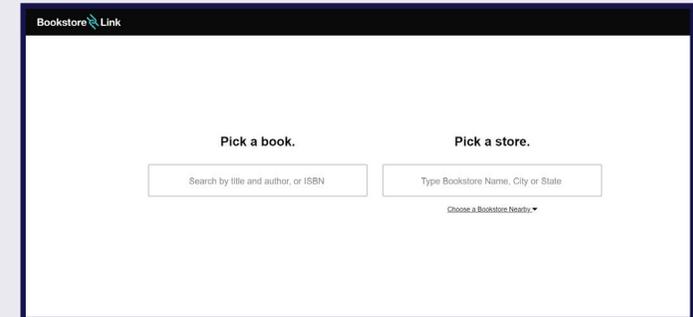
Evaluating the strengths, weaknesses, opportunities, and threats facing a company can help to focus on communication to alleviate struggles and meet customer needs. The chart's "results are to maximize the positive influences on the business structure and minimize the negative ones" (Berry, 2020, p.1). This information is invaluable in building strategies and tactics to support the business's mission.

<p>STRENGTHS:</p> <ul style="list-style-type: none">• Independent Bookstores can use established websites for Internet Commerce, such as Bookstorelink.com and Bookshop.com, without having to maintain the website.• People can pick up at a local bookstore resulting in less transit time or handling risk of Covid-19.• Personal connection. Converse about shared interests and build on book suggestions.	<p>WEAKNESSES:</p> <ul style="list-style-type: none">• The bookstore is closed to browsing.• Not everyone is comfortable with online software features to communicate or purchase books.• Preset industry pricing.
<p>OPPORTUNITIES:</p> <ul style="list-style-type: none">• Expand the store's reach through an online presence.• The ability to build relationships by sharing thoughts and experiences across social media channels.	<p>THREATS:</p> <ul style="list-style-type: none">• People will not be able to connect due to a lack of Internet or knowledge about technology.• Loss of control over the message.• Governor's "stay at home orders" preventing the community from browsing, attending events, and gathering.



STRENGTHS:

- **Established websites for Internet Commerce**, such as Bookstorelink.com and Bookshop.com, provide the ability to compete in an online marketplace against larger booksellers, like Barnes and Noble and Amazon.
- **People can pick up at a local bookstore resulting in less transit time or handling risk of Covid-19.** In an age of immediate gratification, customers are more apt to purchase through a vendor where they can receive the product quicker. With shipping and delivery delays due to Covid-19 buying "locally" is the quickest option with books already in stock.
- **Personal connection.** People like to get book recommendations from friends and family (Rea, 2020, p.3) because they have developed a relationship of trust and respect. At the local bookstore, there is a personal relationship because the staff gets to know each customer.



WEAKNESSES:

- Governor's "stay at home orders" preventing the community from browsing, attending events, and gathering. Bookstores are a high touch store not easily cleaned. There is no date for Byrd's Books to reopen their doors.
- Not everyone is comfortable with online software features, but most people seem to be learning quickly out of necessity for remaining connected and interacting with others. The older generations are being helped by younger generations who are not allowed to visit parents, grandparents, and friends.
- Prices are preset in the industry (Rosenberg, 2019, p.7). The publisher sets the price so the bookstore cannot lower prices to entice bargain shoppers or flash sales. They have been able to bundle other merchandise with books to interest shoppers (Rosenberg, 2019, p.7).

OPPORTUNITIES:

- A strong online presence can generate customers based on interest, need, or desire, not based on geographic location. This lack of physical barriers increases the reach of the bookstore.
- Online conversations among authors, readers, and publishers build a rapport. Building a community where people feel safe to share information and are rewarded by the positive feedback that generates excitement for the next experience.
- After reading a good book, it is nice to share the experience. Social media increases the likelihood of connecting with others who also read the book. This connection can create new friendships that would not have been possible in a physical community.



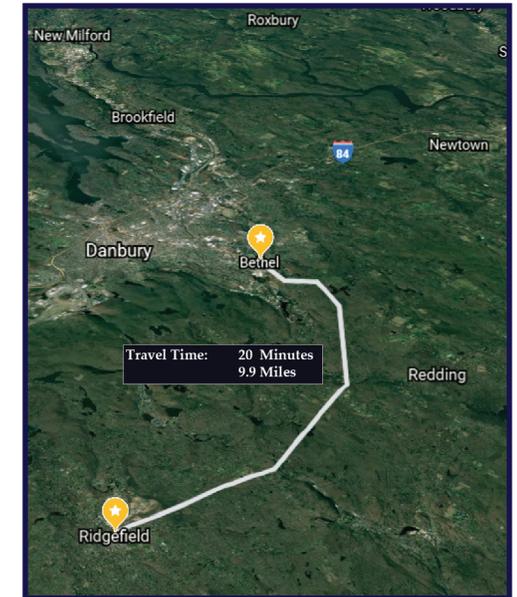
THREATS:

- Customers' ability to connect online. The rise of Amazon has shown people in all demographics are learning new technology and overcoming obstacles. Now, Covid-19 is forcing everything online the number of people collaborating online has increased. For those not online, they can still order books and converse by phone.
- Loss of control over the message. Some companies fear the response or comments from the online community. However, "Gen Z and Millennials are twice as likely to give positive feedback than negative feedback" (Adyen, 2017, p.3). The more you interact authentically and transparently with your audience, the less acceptable you will be to negative comments.



INDUSTRY AND MARKET INFORMATION

- Byrd's Books is an independent bookstore serving Bethel and the local communities of Danbury, Newtown, Brookfield, and Redding. The nearest independent bookstore is a 20-minute drive or 9.9 miles located in Ridgefield, CT.
- According to the U.S. Census, from 2014-2018, 92.3% of residences over the age of 25 are high school graduates. Out of these 41.7% hold a bachelor's degree or higher; compared to Fairfield County at 47.4% (U.S.. Census Bureau, 2018, pp.8).
- In the community, 93.6% have a computer at home, while 89.3% have a broadband Internet subscription (U.S. Census Bureau, 2018, pp.7). This number is before COVID-19 where broadband services made the Internet more accessible the lower-income homes.



THE BYRD'S BOOKS' DIFFERENCE

Byrd's Books works to know each person so they can tailor your experience to your preference after greeting you. While you can spend time looking through the titles, Alice and Steven are nearby to help you quickly find your book. "Through handselling, 'booksellers serve the role of matchmaker between a customer and each book on the shelves,' Raffaelli writes. 'Booksellers possess a unique ability to find unexpected hidden gems in their stacks – whether it be up-and-coming authors or unexplored genres – that online algorithms have yet to fully replicate'" (Danziger, 2020, pp.20).

While it has been months since the store has been open in this capacity, the desire to serve the customer with their next great read has not changed. This interaction can take place online using social media to facilitate the conversation. The conversation just needs to be started and nurtured.

COMPANY	BUSINESS ORIENTATION	CHARITY GIVE BACK	2019 ANNUAL SALES
INDEPENDENT BOOKSTORES	SMALL SHOP ORIENTED	28%	↓ 10 BILLION 10.6 BILLION IN 2018
AMAZON	INTERNET BASED	4%	NOT REPORTED
BARNES AND NOBLE	BIG BOX	17%	↓ 3.48 BILLION 3.66 BILLION IN 2018

(Watson, 2019)

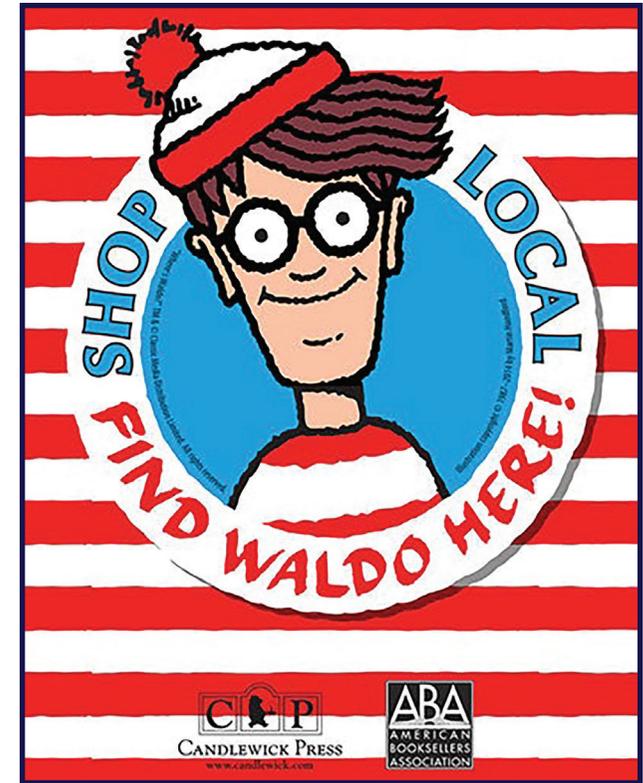
COMPETITORS

Relay Books is an independent bookstore, which in 2017 was noted as #27 in 50 Of The Best Indie Bookstores In America. Samantha Tomaszewski, Associate Social Media Editor said, “It literally has tunnels of books from floor to ceiling — it’s like a maze” (Brooks, 2017, p.30). This large number of books lends itself well to the person with time to browse through endless books. Also noted, 2017 is the last date social media updates were made on the website regarding events or publicity.

Amazon offers at-home shoppers an online shopping experience, while stores like Barnes and Noble have a big-box approach to bookselling. These options provide a large selection of books, but not the same personal service. If you have a question, you need to search for an associate to help you. In fact, “research suggests that consumers can become overwhelmed when presented with too many options and seek guidance on how to narrow their choices (Raffaelli, January 2020, p.13). Therefore, while Byrd's Books, Amazon, and Barnes and Noble all sell you a book, the approach to customer service is inherently different.

PREVIOUS COMMUNICATION NEED

Byrd's Books' original communication need, in 2015, was to “batting the Amazon mindset, and the general mindset that shops in big boxes,” said Hutchinson (Mitchell, 2015, pp.4). As a strong leader, she has spearheaded localisms movements by promoting American Expresses: “Shop Small Businesses” and other campaigns. Campaigns like “Where’s Waldo,” which sends kids and their parents to 20-30 stores across Bethel searching for a small Waldo cut out in each store. After searching Waldo is found in each store. Hopefully, the small business has also found a new customer. Communication about this event and others are posted to Facebook, Instagram, Twitter, Linked-In, and publicized in local newspapers.



CAMPAIGN TARGET AUDIENCE

A bookstore is a place for all ages and cultures to congregate. As a result, messages need to be shared in a way that amplifies the specific generations' values on a medium they are already communicating.

The **audience groups** for the campaign will focus on **Generation Z** while considering the communication needs of the **Silent Generation, Baby Boomers, Gen X, and Millennials**. It is necessary to understand each generation's communication style by highlighting the common factors while understanding the attributes that set them apart.

- **Keep communicating with journalists.** Journalists should be invited to the virtual events, to take part in the social media communities and see how business is being conducted. Byrd's Books already has a great relationship with the media. "Continuing this relationship will continue to show customers, authors, and publishers you are a credible, industry leader" (Scott, 2017).



CHALLENGES TO THE CAMPAIGN STRATEGIES

Starting the conversations on social media, and gaining revenue from the online events.

- Persuading the community to join the virtual space, then feel comfortable enough to share thoughts and ideas. This could include using unfamiliar software. This can be hard for the older generations, but younger family members are likely to help the older generation learn so they can keep in touch.
- Bookstore events generate sales for the author's book, as well as other books that attract the buyer's attention. Online events face a decline in revenue. Lost revenue can be recouped by charging a reservation fee, which includes the cost of the book and shipping.

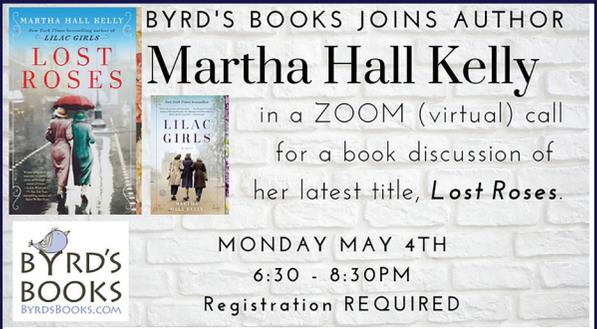
When there is a substantial change, there can be unforeseen problems. In this time, more than any other, people are understanding of the learning curve. It is important to be transparent, honest, and work to make the process smoother.

CURRENT CAMPAIGNS AND CIRCUMSTANCES

Before Covid-19, events were held in the bookstore, or large events utilized the public library. The last event before "Stay at Home Orders," was held at the library to meet Martha Hall Kelly, the author who wrote *Lost Roses*. The event generated an audience of 72 people; the majority of baby boomers and the silent generation.

A month into the "stay at home" order Byrd's Books hosted a Zoom session with the same author. This time the attendees were familiar with the novel and eager to engage with the author. For the second event, registration was so high a professional Zoom account had to be used to support the session where 56 people registered. Gaging the attendees present, it was apparent that age was not a limiting factor to who would be able to attend Zoom events.

The audience was eager to ask questions and share their thoughts with the author showing the storyline had resonated with them. In this instance and others, Byrd's Books uses social media sites such as Twitter, Facebook, and Instagram to relay information about bookstore events.



BYRD'S BOOKS JOINS AUTHOR
Martha Hall Kelly
in a ZOOM (virtual) call
for a book discussion of
her latest title, *Lost Roses*.

MONDAY MAY 4TH
6:30 - 8:30PM
Registration REQUIRED

BYRD'S BOOKS
BYRDSBOOKS.COM

MARATHA HALL KELLY
LILAC GIRLS
LILAC GIRLS
LILAC GIRLS

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Byrd's Books
April 27 at 11:24 AM · 🌟

Our 6th Annual Bookmark Contest #SaveIndiesNow #SocksForBINC

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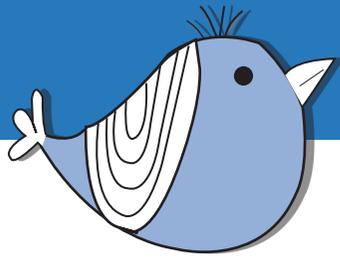
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Our 6th Annual Bookmark Contest

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Like Comment Share

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CAMPAIGN

CAMPAIGN VALUES

Byrd's Books has been very transparent with consumers posting regular updates on Covid-19's effect on store closings, curbside services, and rescheduled events. Alice has demonstrated empathy for the safety of the customer, employees, and authors by placing new guidelines to benefit everyone. The changes have been communicated on Instagram, Facebook, and Linked-In, as well as the company website. Her high regard for customer service cultivates loyalty with the customers, regardless of the price. Her passion for books and people guides her in curating quality reads that spur the imagination and empower new ideas.

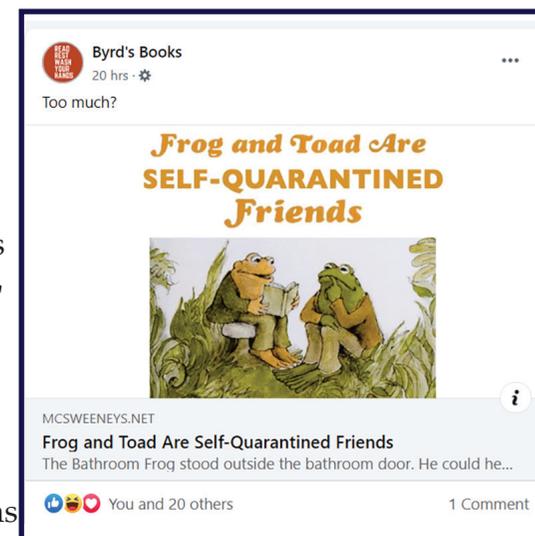


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CURRENT COMMUNICATION NEED

The message should address the online community's need for information about authors, publishers, suggested books to read, and new updates regarding business operations. The following best practices can help achieve a successful conversation.

1. **Listen on social media** to conversations about your community's interests, questions, concerns, and complaints across social networks. What are people saying about you? What are people saying about competitors? "Listening to you immediately strengthens your relationship by knowing what is important to your customers." (Kerpen, 2015, p.15).
2. **Respond to all comments.** The time frame for responding differs "according to a study done by The Social Habit, 42% of consumers expect a response on social media within 60 minutes. As far as selected channels such as Facebook, 85% of consumers expect an answer to their questions within six hours, while 64% of Twitter users expect an answer within an hour" (Pliszka, 2019, pp.2). Negative comments should receive a response sooner. "When you respond, you have an opportunity to make a positive impression on customers, prospects, and on all of their friends" (Kerpen, 2015, p.229).
3. **Create quality content that resonates with your audience;** by answering questions they want to know more about (Scott, 2017, p.222). This information is not for self-promotion.
4. **Use a great title that grabs attention.** The title should include keywords and phrases buyers are using to search for with search engines (Scott, 2017, p.222). The bookstore already does this well with attention-grabbing headlines, such as "Frog and Toad are Self-Quarantined Friends."
5. The message should consist of **authentic and transparent communication**, so the audience feels comfortable conversing in this public space. Dr. Charles Waisbren, a dentist, said, "It's about adding another direct line of communication between me and patient" (Kerpen, 2015, p.178). No information should be misrepresented, with the intent to mislead. People's opinions should not be discredited. It is an open forum for sharing.



Following these best practices, the bookstore will utilize its social media channels, such as Facebook, Instagram, and Linked-In. Utilizing the online community on a platform like Zoom, Facebook Live, or Instagram Live will enable the bookstore to continue hosting speaker engagements, expanding their audience, and engaging stakeholders in dialogue.

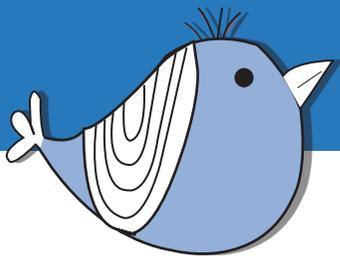
CAMPAIGN GOAL

Realigning business strategies to the Internet marketplace to meet the community needs by establishing new norms that unite people by overcoming uncertainty. This "new normal" will continue to showcase Byrd's Books as a cornerstone for localism, credibility, and superior customer service.

STRATEGY AND TACTICS

- 1. Generate conversations within social media communities.** "Brands become earned brands by joining the peer-to-peer economy, learning how to fuel, not control and shape the conversation" (Hutton, 2020, pp.11). Byrd's Books already does a great job of posting new books to Facebook, Instagram, and Linked-In. This strategy will generate conversations through the following tactics.
 - Achieve this by forming a **focus group composed of** college and high school students to reach **the Generation Z community**. "Let Gen Zers shape their own experiences. Tap into their entrepreneurial spirits. Build an interactive capability to capture Gen Zers' ideas for new product design and development" (Uniquely Generation Z, 2017, p.15). This group has lost internships or jobs due to the Covid-19 shutdown (Beal, 2020). It is an opportunity to invite six of these students and graduates to help Byrd's Books engage with highly relevant content. As brand ambassadors, they will need to be active social media users and readers. Their opinions and new ideas will help tailor the language, content, and format to appeal to the Gen Z community.
 - Communicate to **inspire interactive posts** with communities using contests, local book review blogs, photo sharing, and top ten lists to help form a relationship among Byrd's Book's online community. Extend the feeling of friends and family book recommendations to the online community. Appeal to the community to read books and write a book review blog for the online audience. The writers will be compensated by the bookstore reimbursing them for the cost of the book. This allows for a strong, local voice to be amplified. Each post will be written with the desire to start a dialogue and share relevant information with the online community.
 - Create a **reward plan** based on social media posts, personal sales, and special purchases, such as the author of the month. The bookstore can be rewarding the customer with incentives, which accumulate to pay for future bookstore purchases. CrowdTwist reported, "72% of Gen Z and Gen X respondents answered that they could be persuaded to choose one brand over another due to the presence of a loyalty program, followed by 68% of Millennials, 56% of Baby Boomers, and 42% of the Silent Generation" (CrowdTwist, 2018, pp.7). The reward program would be a thank you from Byrd's Books for customer loyalty.

2. Use **online platforms to continue hosting events**, such as book clubs, author visits, poetry readings. "Video conferencing services will likely continue to dominate life indoors as human beings across the globe crave to stay connected while apart" (Wolfe, 2020, pp.6). Bookstores like "The Greenlight Bookstore" in Brooklyn, NY, are moving events online, <https://www.greenlightbookstore.com/event> utilizing registration fees, which include a book for each registrant. This format allows for the experience and sales to continue.
- "Zoom is a **closed video conferencing platform** where up to 100 people can interact, verbally, in addition to submitting comments or questions. Zoom comes with breakout rooms to form smaller discussion groups within a larger meeting" (Wolfe, 2020, pp.2). This platform was widely accepted from the start of the Covid-19 pandemic ensuring most people are comfortable operating the free software.
 - Facebook Live and Instagram Live **offer live streaming on the Internet**. This is an open forum to anyone in your community or the public, depending on the privacy setting. People can interact by typing in comments or questions. Verbal conversation between attendees is not supported. "Now all users can now save the video of their Instagram Live broadcast to IGTV and keep it available for viewing for as long as they choose. This provides an easy way to build your IGTV content library" (Hutchinson, 2020, pp.1-3).
 - **To increase the sales**, a registration fee can be added to attend the event, this would include a copy of the book. This helps the bookstore recoup the revenue they lost not having the event in the bookstore.
 - **Add value for the presenter**. Show an audience of value to the author, such as noting who is in the audience: librarian, school administrator, parents, kids, etc. Everyone from publishers to authors and bookstores is struggling now. They need to use new means to reach their audience. Asking simple a question like are you a parent, school administrator, librarian, or student at registration can help your speaker better understand the value in the audience. It will also help you build credibility and value among the authors.



AUDIENCE ANALYSIS

Knowing your audience can help you communicate with each individual, to nurture a relationship that will continue to grow. Focusing on engaging with Generation Z will change the social media approach to a dialogue within the community. This open community forum will have the ability to engage people and drive new ideas.

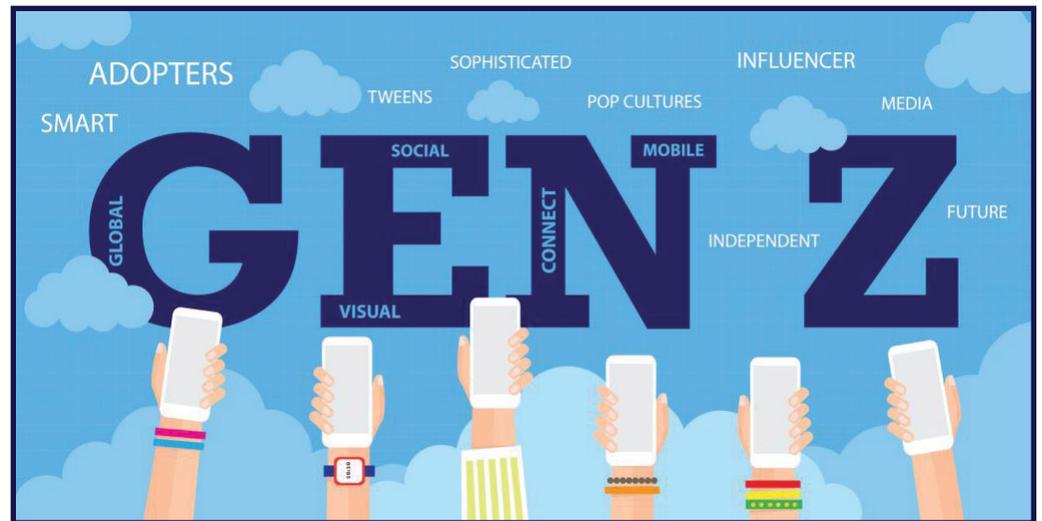
To better understand the audience, *A Generational Reading Survey* by Amy Rea, surveyed 2,232 readers with at least 400 in each age group (Rea, 2020, pp.1). Figures from The Nielsen Company and other statistical companies provided parallel information on the market segments. Applying these generational preferences to the communication content, medium, and language will help Byrd's Book's connect with the audience and create an action.

Generation Z, age 7-22, This generation was raised by Generation Xer's during times of recession, making them pragmatic and focused on saving money (Capital Presence, 2020, pp.11). At the same time, they have incredible spending power with influence over parent spending choices" (Beal, 2020).

Generation Z is likely to use social media for book recommendations indicating that Instagram is their first choice, followed by Facebook, Twitter, Pinterest, Tumblr, and Goodreads (Rea, 2020, pp.26). The library serves as a showroom space, particularly for Generation Z and Millennials, for midlist books or books that have not received a lot of buzz (Rea, 2020, pp.16). While 76% are likely to buy the next book by the same author (Rea, 2020, pp.18).

Generation Z is next most likely to review online after the Millennials (Rea, 2020, pp.28). Building an authentic, trusting relationship has the ability can increase sales. Having grown up with mobile devices, they are willing to share experiences and information openly on social media. They want to be invited to engage with the brand, have their voices amplified, and collaborate on making the next great experience (Beal, 2020).

Byrd's Books: *An Interactive Campaign*



Millennials, age 23-38, are the mobile pioneers, raised by baby boomers during an economic boom. As a result, they tend to be more idealistic with a focus on having an experience (Capital Presence, 2020, pp.11). This audience would be most likely to engage in social media. Edelman says, "People tell us that, 'I don't talk about your brand with my friends because I like your brand - I do it because I like my friends'" (Hutton, 2020, pp.7). "They trust the brands that encourage people to review their products and services" (Hutton, 2020, pp.8). Leading to, 62% of millennials say that if a brand engages with them on social networks, they are more likely to become a loyal customer (Schawbel, 2015, pp. 6). Commonly use Facebook and Instagram, they prefer brands that share their values (Capital Presence, 2020, pp.11).

Generation X, age 39-54, sees themselves as an avid reader. This generation is also more likely to buy from an independent bookstore, but 38% browse on Amazon for book ideas (Rea, 2020, pp.24). While this generation didn't grow up with the Internet, they have adapted to become Internet savvy. They do not hesitate to make purchases online, in fact, the number of purchases online likely increased during the Covid-19 pandemic.

The **Baby Boomers**, age 55-73, "are an affluent group who adopt technology with enthusiasm. They have also shown a willingness to try new brands and products" (Why marketers can't afford to ignore baby boomers, 2010, pp.2). Pew reported 85% are on the Internet, 60% are on Facebook as their social media channel, making it the best online communication tool also for this generation (Vogels, 2019, pp.5). They are likely to socialize by attending concerts or lectures at the library (Rea, 2020, pp.21).

The **Silent Generation**, age 74-91, has many active readers who are top purchasers of books primarily from Amazon or used bookstores. They purchase books "so they can read at their own pace" (Rea, 2020, pp.15). This generation is starting to notice **difficulty reading print**. As a result, **e-books on readers are popular** for 31% with the adjustable font size making reading easier (Rea, 2020, pp.34). E-Books and audiobooks require using the Internet to find, purchase, and download books that prove they are accessing the Internet. Pew Reported, 62% use the Internet and 37% have a Facebook account. As of 2019, the share of Silents using Facebook has nearly doubled in the past four years, from 22% to 37%" (Vogels, 2019, pp.6).

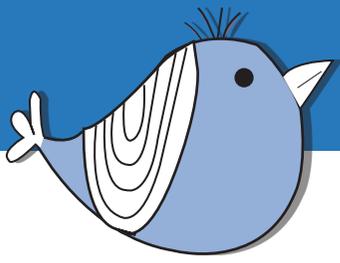
	GEN Z		MILLENNIALS		GEN X		BABY BOOMERS		SILENT GEN**	
	FORMATS READ	PREFERRED FORMAT*								
Hardcover	79.4%	38.9%	72.9%	38.7%	73.4%	42.8%	75.2%	37.1%	70.9%	32.5%
Paperback	73.8%	27.4%	74.1%	27.4%	73.8%	26.3%	74.7%	20.2%	68.8%	21.3%
Ebook	31.7%	8.4%	40.9%	12.4%	35.0%	8.8%	31.9%	11.8%	29.1%	12.7%
Audiobook	19.4%	7.4%	24.0%	7.6%	18.5%	3.7%	11.3%	2.8%	7.2%	4.1%
No preference		17.9%		13.8%		18.5%		28.0%		29.5%

*IF YOU READ MORE THAN ONE FORMAT
 **SILENT GENERATION
 SOURCE: // GENERATIONAL READING SURVEY 2019

Journalists/Media

While engaging directly with a person on social media can be beneficial, there is also power in the third party press. **Journalists** present information in a non-bias manner, such as a collection of reading lists, bookstore events, or on the industry segment. Continuing to build these relationships with journalists would increase the reach of Byrd's Books content, making her a credible source of information on literature.

During the Coronavirus pandemic, "Americans are more likely than not to say media coverage of the crisis is benefiting the public (rather than news organizations) and is helping the country (rather than hurting it) (Gottfried, Walker, & Mitchell, 2020, pp.3). The media will be necessary for convincing the public it is safe to stop sheltering at home and return to shopping using new safety measures, such as social distancing and face masks.



MEDIA CHOICES



INSTAGRAM:

Main Audience: Generation Z and Millennials, these two demographics prefer Instagram to other social platforms (Capital Presence, 2020, pp.9). Already actively using the platform, they are more likely to join in the conversation with their friend group, engaging with Byrd's Books brand.

Audience Expectations: Gen Z is engaging, 50% of Gen Z spending 10 hours a day connected online (Capital Presence, 2020, pp.11) They are available to respond to posts and share information. They just need to be invited to share the information (Beal, 2020).

- **Promote Loyalty Program** Giving Gen Z and Millennials a way to earn rewards for being loyal to the bookstore. They can form a connection with the bookstore and engage to benefit others in the community.
 - **Brand Interaction, we want to hear from you:**
 - Share your comments with us. Did a book move you to share your opinion with others? Send us your book review. Selected reviews will be refunded the cost of the book.
 - Did you have an experience with our staff you would like to share?
 - Do you have a favorite reading spot, snack, or drink you would like to share?
 - What are you reading now? Show me.
 - **Promote bookstore events using Instagram Live.** Uses the medium Gen Z loves, video, to interact directly with the audience. On-demand speaker sessions will impact the brand by increasing exposure by connecting consumers directly with the author or publisher for a more personal account of the book.
 - **A book review blog.** "What Gen Z sees on social media impacts purchasing decisions by 26% and 22% by Millennial" (Adyen, 2017, p.2). Increasing the online presence of Byrd's Books also increases the likelihood to impact on Gen Z and Millennials. A more engaged the community, the more open they will be to suggestions. Research shows, "46 percent of Gen Z say their friends' recommendations and opinions matter to them when choosing a brand" (Uniquely Generation Z, 2017, p.7). Appeal to the community to read and write book reviews for the online audience. Allowing the voices to be amplified and the dialogue to drive additional conversations.



FACEBOOK:

Main Audience: Silent Generation, Baby Boomers, Generation X, and Millennials. These are the generations most commonly using the Facebook app as a way to keep in touch with friends and family. Regarding "social media for book recommendations, Facebook was far and away from the winner, used by 75 percent of Millennials and 93 percent of the Silent Generation" (Rea, 2020, pp.26).

Audience Expectations: This audience will be more likely to read the information than to respond to a post making it harder to measure if the content is resonating.

Bestseller Lists share and update because 32% of Baby Boomers and Silent Generation relies on bestseller lists for finding a new book (Rea, 2020, pp.24).

- **Post with open-ended questions to drive interaction on the top ten lists.** What books do they think should be on a Top Ten list? Ask for feedback about what good books they have read. You can't read all the books. So ask for feedback on books others have read as a Facebook discussion. You will reach people who would not have asked but happened to read the suggestion. **Share Byrd's Books top sellers.** Show there are more great books than the New York Times list; their neighbors are reading them.
- **Promote bookstore adult events.** The main audience on this platform enjoys going out to events or concerts. Since that is not possible at this time, Facebook Live is a way for them to attend an event and share it with friends.
- **Book Review Blog.**
 - Some people wish they were a writer everyone likes to share an opinion. Allow them to write a review about a book they read. People are likely to listen to friends or family, so having the community take part in the book suggestions creates a feeling of camaraderie and trust.





TIK TOK:

Main Audience: Generation Z. This new media's primary audience is high school and middle school students, before the Covid-19 pandemic. Although research still has to be conducted, the thought is there has been a substantial spike in the users from college students and other generations since the pandemic (Beal, 2020).

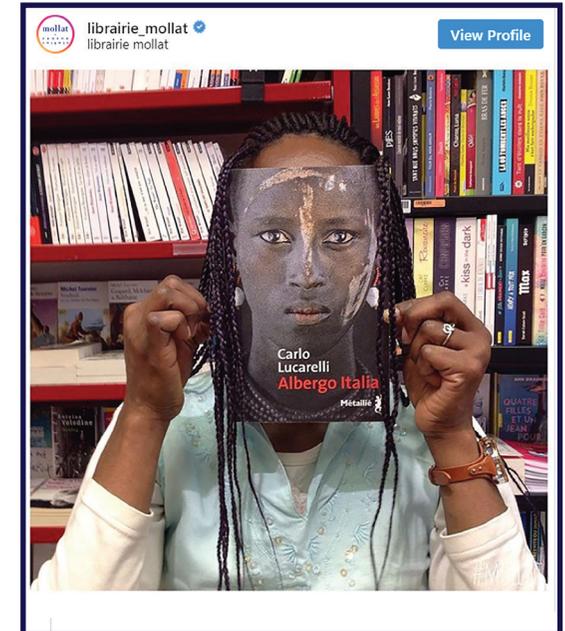
Audience Expectations: The audience will engage with creative videos and photos. Some will demonstrate a large amount of creativity.

- **Hold creative contests.** As Gen Z, brand ambassadors will create a contest using content that will resonate with the Tik Tok and Instagram community. The summer is ideal since students are facing closures from Covid-19. Gen Z has time, new technology, and are very creative to make this amazing.

The picture on the right shows a girl holding up a book to her face. "[Librairie Mollat](#) is regularly posting pictures of staff and customers as they mirror the pose seen on the book covers, matching up perfectly with clothes and colours" (Mezzofiore, 2017, pp.2). This idea uses the creativity that is often overlooked interacting with the audience to promote books.

- **Contest Ideas:** Focus on a favorite author, series, or genre. Gen Z will provide insight into what is trending now in a sample video. Some popular examples are Five Feet Apart by Rachael Lippincott, John Greene, Harry Potter, or The Hunger Games. Information about the contest and sample submissions will be uploaded to Tik Tok on Byrd's Book's page. Brand ambassadors will share the content.

Not to prevent the creative flow, but the content would have to be age-appropriate, original, ethical, and no harm came to anyone while making. The content would be owned by Byrd's Books. The submissions will be reviewed by a panel of judges. This panel would be recommended by the Innovation Team. Winners receive a gift card from Byrd's Books.





LINKED-IN:

Main Audience: Baby Boomers, Generation X, and Millennials. These generations are more active in the professional workplace. They also were the most affected by the Covid-19 "Stay at Home Orders." People are looking for inspiration dealing with a new reality that could mean job loss, cut in pay, or uncertainty when returning to the office.

Audience Expectations: The audience is looking to network, gain, or give career guidance and explore new trends in business.

- **Promote bookstore speakers.** People are looking to expand their horizons. The opportunity to interact with a favorite author without leaving your home can be appealing.
- **Book Review Blog.** Sharing with people books about inspiration, personal growth, interpersonal relationships, and business would be seen as valuable. Showing how these ideas can be applied to the everyday routine to find new solutions and ways to embrace the new reality.

E-mail addresses for the newsletter and blasts will be obtained from:

- Registration for Zoom events
- Submissions from contests
- Loyalty program
- Internet newsletter requests

NEWSLETTER

NEWSLETTER

Gives an overview of the upcoming month, showing events that offer a wide range of options for everyone. People are not going to be interested in every activity at the bookstore, but it allows them to select the ones they like. They feel knowledgeable. They can share that knowledge with others.

The newsletter includes the following information:

- Highlight an author, showing how the content resonates with the audience.
- Outreach to the community.
- Advertise the loyalty plan.
- List upcoming events on Zoom, Facebook Live, or Instagram Live.
- Share information about past events.
- Share information about contests (past, present, and future).
- Suggest new book releases, audiobooks, e-books, and books for adults, teens, and children.



E-MAIL BLASTS

E-mail blasts will have a shorter lead time dates than the newsletters since it works as a reminder for longer lead dates found in the newsletter.

- Remind people to register for *Events and Activities* highlighted this week. The day before the event, details will be sent by e-mail to the attendees, which include the entry link and password. Life gets busy as we work to find balance in a "new normal." Reminders help to make sure no one misses an event or activity.
- To announce book release dates for a popular series, highly publicized books, or when receiving new stock of a popular book, if they miss it on social media, they will be e-mailed.
- Survey about events using [surveymonkey.com](https://www.surveymonkey.com) to get feedback on events. The survey questions allow for feedback to be received about each event. With multiple-choice questions, it takes two minutes. The open-ended comment fields are for expressing your experience, with the option to include your e-mail address.



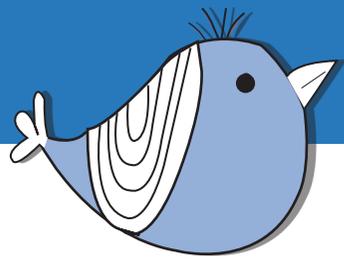
PRESS RELEASES

Publications turn to thought leaders for insight. Byrd's Book has been doing a great job sharing information as an industry leader and publicizing events with the Connecticut media. The media will continue to be an asset. They have written about; how you are conducting business in a time of change, insights into new books to read, and the virtual author session.

BLOG BLOG

read, explore, share

- Build a relationship with local avid readers to write book review blogs. The goal would be 2-5 readers form each generation or book genre would be ideal. This cycle would allow for a rotation of content. The writers could be compensated by the bookstore, which reimburses them for the cost of the book.
- Give people a flavor for something slightly new. People may have one favorite author, but not know what to try next. Time to read is a coveted time. People do not want to be disappointed by a book they do not enjoy. As a result, they may hesitate to try a new author. This blog is structured to group author or books, so if you know you enjoy one author, then it is likely you will enjoy books by the other two. It will discuss common threads while not giving away too much information.



COMMUNICATION TOOLS

Web graphic to learn more about Byrd's Book's loyalty program. The sign-up form would appear under the graphic i.e., name, e-mail, address, and phone number.

WE WANT TO REWARD
OUR COMMUNITY FOR
BEING LOYAL.

BONUS POINTS WHEN:

- YOU sign up.
- BUY A SELECT AUTHOR.
- Purchase FOUR OR MORE BOOKS in a month.
- You SHARE ON-LINE, we will share.

(Tag us on Facebook, Instagram, or Linked-In to earn credit).

Art to click on to engage in Byrd's Books' Loyalty Program.

REWARD
INTERACT
EXTRA



GET IT NOW

SAMPLE SOCIAL MEDIA POSTINGS



Sample Instagram post for the release of the new Hunger Game Book the Prequel, "The BALLAD of SONGBIRDS and SNAKES."

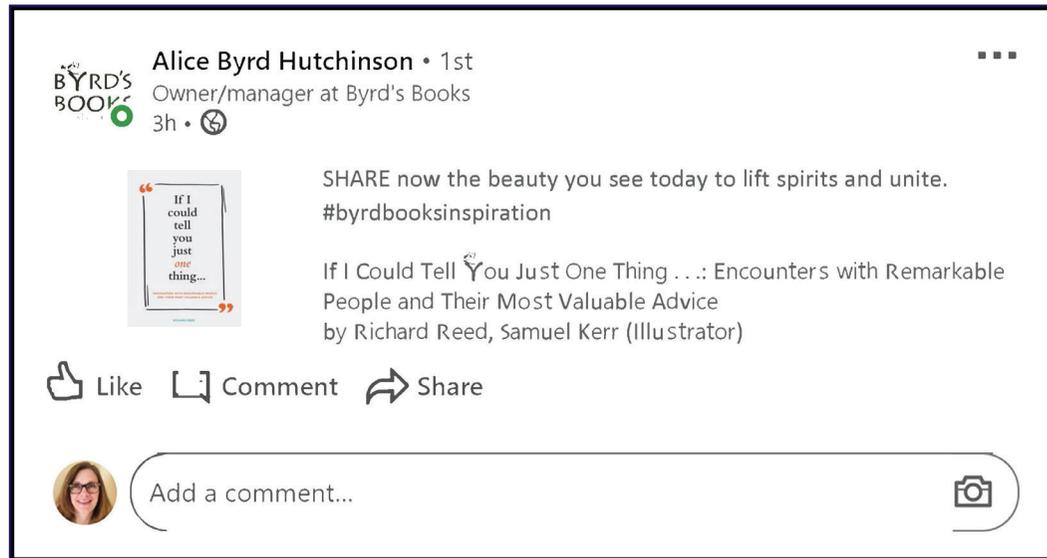
The post contains an open-ended question meant for sparking conversation.



Sample Facebook post for the release of the new Hunger Game Book, the prequel, "The BALLAD of SONGBIRDS and SNAKES."

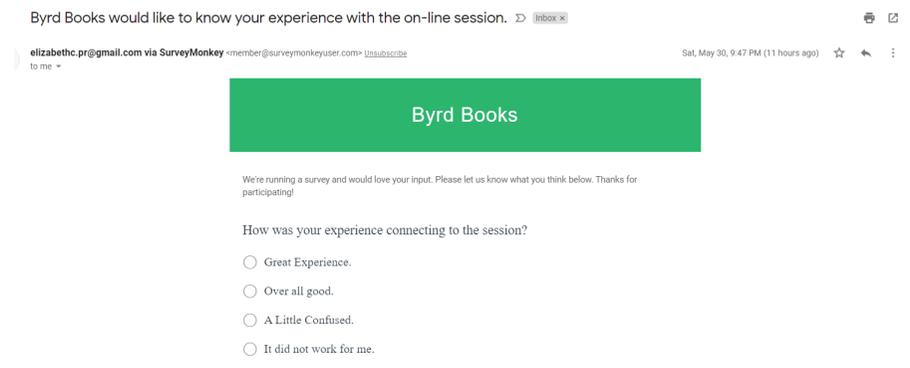
The content is meant to intrigue the reader of the other books to finish reading the series.

SAMPLE SOCIAL MEDIA POSTINGS (CON.'T)



← Sample LINKEDIN post to connect with followers in an inspirational and sharing manner. The content inspires people to post to lift spirits. #byrdbooksinspiration

SAMPLE SURVEY ON ZOOM SESSION



2. If you wanted, were you able to ask questions at the end of the presentation?

- Yes.
- Mine was not asked.
- I did not get it in in time.
- No

3. Where did you learn about the presentation?

- Facebook
- Instagram
- LinkedIn
- Twitter
- Tik Tok
- Website
- At the Bookstore.

4. Would you join another presentation with Byrd Books?

- Yes
- Maybe
- No

5. Had you read this book prior to the presentation?

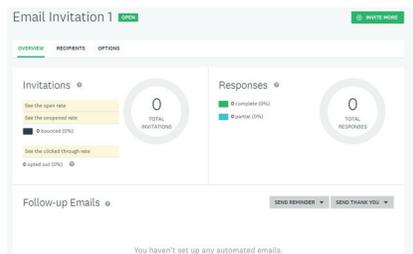
- Yes
- Yes, but I have not finished it.
- No, but I would like to.
- No

6. Have you read other books by the author?

- Yes, I have read several of them.
- Just a couple of books.
- Just this one.
- No, but I would be interested in the books.
- No

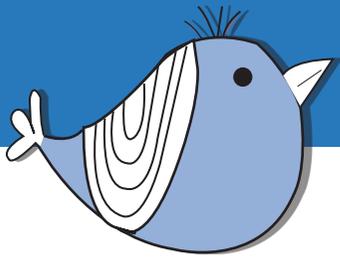
7. Any other feedback or requests.

8. If you would like more information, please provide an email address.



← Measure the number of the sent, read, and responses here.

↑ The e-mail survey allows online attendees a chance to give feedback about how their interaction was with the session. Multiple choice makes it easy to answer quickly. The open end question at the end allows adding new information.



COST of CAMPAIGN

OVERALL BUDGET FOR THE PROPOSED CAMPAIGN

The largest component of the campaign is tailoring the content to the audience to create a dialogue, build loyalty, and keep the audience engaged. The largest component of this is time. Time working together with the focus group to tailor content to Generation Z. Below is the budget itemized for your review.

Organize Focus Groups of Generation Z

(College and High School students who enjoy reading and are active on social media, such as Tik Tok, and Instagram)

- Three College Students and Three High school students over three days.
- Day 1, 2 hours; Day 2, 4 hours; Day 3; 4 Hours
- Six Students for 10 hours at \$16.00 an hour equal \$160 a student \$1,000
- Mediate Focus Group \$1,000
- Select Focus Group
- Follow up with group members Total: \$2,000

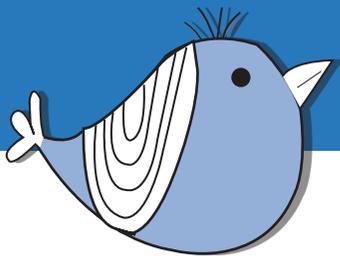
Interactive Content on Social Media, including responding to posts. \$400 a week
 Facebook, Instagram, Tik Tok, Linked-In and Blogs times 4 weeks \$1,600

Audiences Reminders \$100 a week
 E-mail blasts on Constant Contact times 2 weeks \$200
 Newsletter (not included already being published)

Media Correspondence \$200 a release
 Press Releases and Media Alerts times 2 releases \$400
 Pitching material to the media

Follow Up with media TOTAL CAMPAIGN: \$4,200

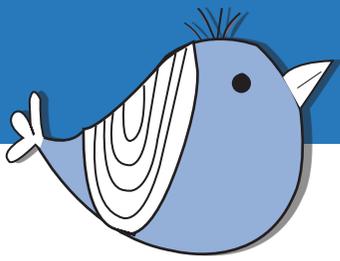
- The Focus Group will be an expenditure that will nurture relationships helpful in promoting the bookstore using new techniques.
- The material and ideas generated from the campaign will be the property of Byrd's Books, even after the campaign.
- The Loyalty Program can possibly utilize your current system.
- Social media will be sent during the time the audience is most active. The campaign will utilize HootSuite, and Constant Contact to send the information according to the publicity schedule. Pre-scheduling posts and e-mails will eliminate some of the daily attention needed.
- Press releases will be sent out for the Loyalty Program and speaker events.
- Any speaker fee has not been calculated into the budget. Regarding the time restraint on Zoom, it would need to be upgraded for a fee of 14.99 a month for one year.



TIMELINE

Week to Release	Channel Used	Content Shared	Release Date
Week One	Facebook Instagram Tik Tok Linked-In Newsletter All Channels	Bestseller Lists What are you reading now? Show me. Announce the contest. Share a book about improving sales. Overview of the month's events, contests, book suggestions, and ask for book reviews. Loyalty Program Innovation Team Meetings	Thursday Saturday Monday Wednesday Tuesday Thursday
Week Two	Facebook Instagram Tik Tok Linked-In All Channels	The audiobook to be promoted through Book Review Blog. A favorite reading spot, snack, or drink for reading a good book. A sample of a skit about the author or genre. Book on personal growth. Reminder to register for speaker engagement	Thursday Saturday Thursday Tuesday Tues./Sat.
Week Three	Facebook Instagram Tik Tok Linked-In All S.M. Channels E-mail Blast Zoom	Byrd's Book's Top Ten Lists E-Books Promoted with a book suggestion Book Review Blog Can not wait to see your video. Book on inspiration. Speaker Engagement Reminder Link sent by e-mail with a reminder for the event Speaker Event	Saturday Thursday Wednesday Tuesday Monday Wednesday Thursday Friday

Week to Release	Channel Used	Content Shared	Release Date
Week Four	Facebook Instagram Tik Tok Linked-In E-mail Blast All S.M.Channels	Book Review or Author Highlight What book are you most looking forward to reading? Contest videos submission week. Comment on all submissions. Success in business. Follow-up survey on the Zoom event. Loyalty Program	Saturday Sunday Sat./Wed./Fri. Tuesday Saturday Saturday



EVALUATION PROCESS

The goal is to showcase Byrd's Books as a cornerstone for empowering conversation, by allowing people to remain connected, virtually, during the Covid-19 pandemic.

The evaluation process measures the impact the content had on the community.

- Understand if the material was engaging with the community.
- Did the audience share it with friends?
- Did people visit the website to make a purchase?

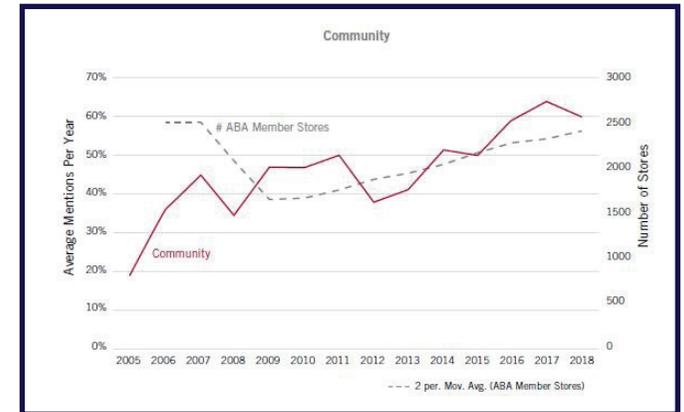
Quantitative data will be measured using Google analytics, or current analytical software, to measure the traffic to the website and social media pages. This information was reviewed on a daily, weekly, and monthly basis.

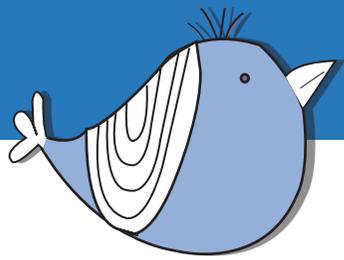
Surveys will use a combination of quantitative and qualitative questions to measure the attendees' experience with the presenter and the medium. SurveyMonkey can also be used on social media to measure interest in one topic over another.

Below are the objectives of the campaign.

- Increase the number of social media responses to posted from the community and bookseller by 25%.
- Increase the number of mentions, shares, and likes from the events by 25%.
- Increase the number of people requesting to join events by 20%.
- Increase in the number of sales from the events 15%.
- Generate 25% more traffic to the website or other medium.
- The customer satisfaction rate of 80% is based on follow-up comments or surveys to get speaker and platform feedback.

"The most successful type of impact-based evaluation tracks effects over extended periods, rather than simply examining conditions immediately "before" and "after" the intervention has been implemented" (Channel Research & ICAP, 2010, p.6). This campaign's timeline outlines one month of activities. This campaign's evaluation is like the first lap in a marathon. It takes months of repetition and a responsive community to build loyalty.





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