

## Bookseller Campaigns

Booksellers have begun providing customers with information and opportunities to make purchases using mobile commerce. The campaigns presented here were developed by McLean & Eakin Booksellers of Petosky, Michigan, using the American Bookseller Association's Indie Commerce program.

### General Information Poster in Store Window

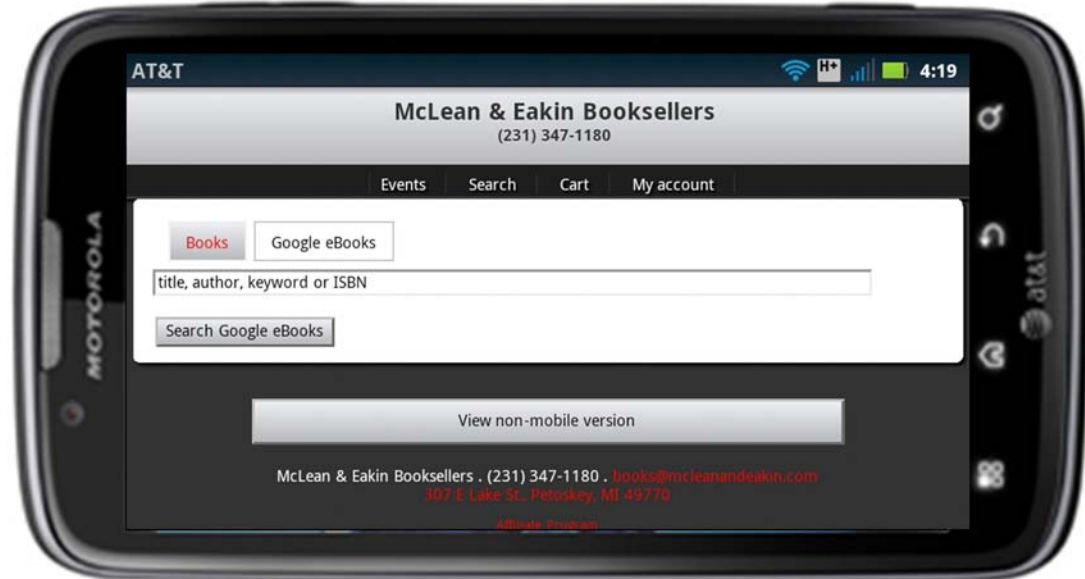
The first of the McLean & Eakin campaigns uses a poster in the store window as the display object. The poster features a prominent 2D bar code (QR Code®), along with an invitation to scan the bar code and explore the technology.



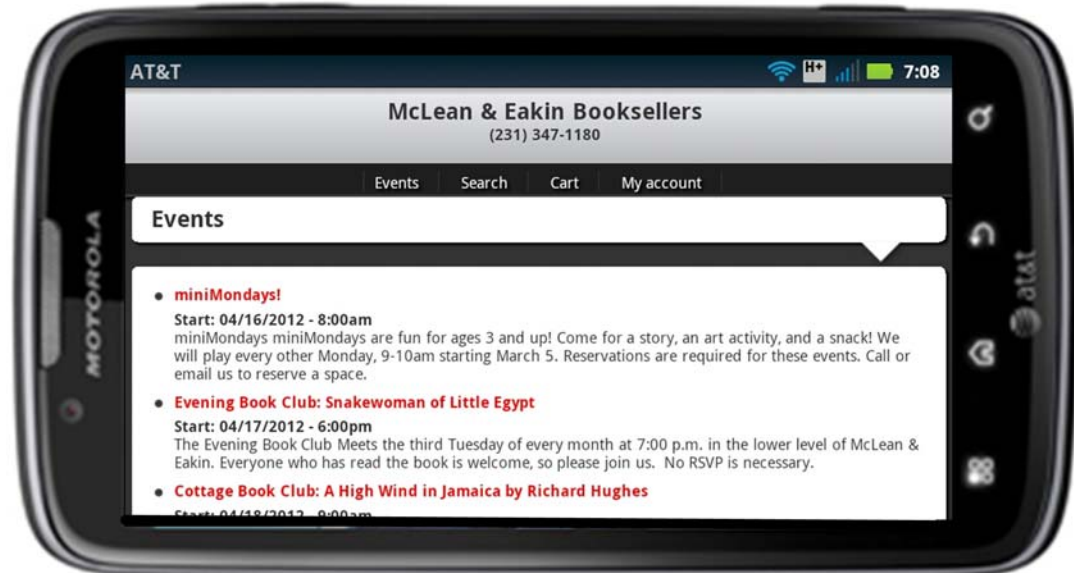
Capturing the bar code with the camera in a mobile device displays the mobile version of the McLean & Eakin website. The site provides information on store activities and ways to place orders.



Presented with the initial menu, the consumer can review planned store activities or search for a title in hardcover, paperback and eBook formats.

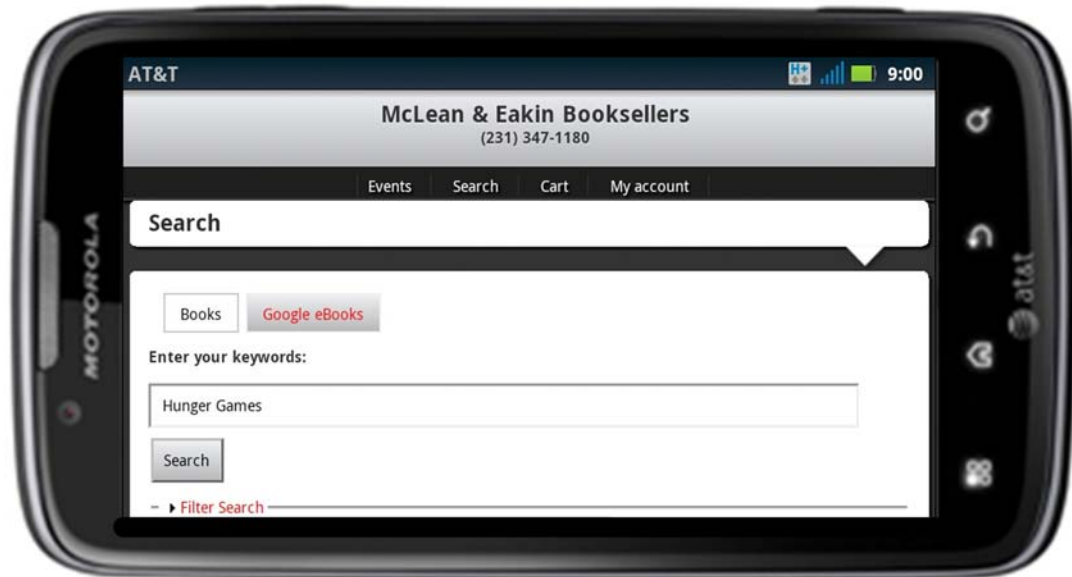


Selecting **Events**, the consumer sees a calendar of upcoming activities at the store.



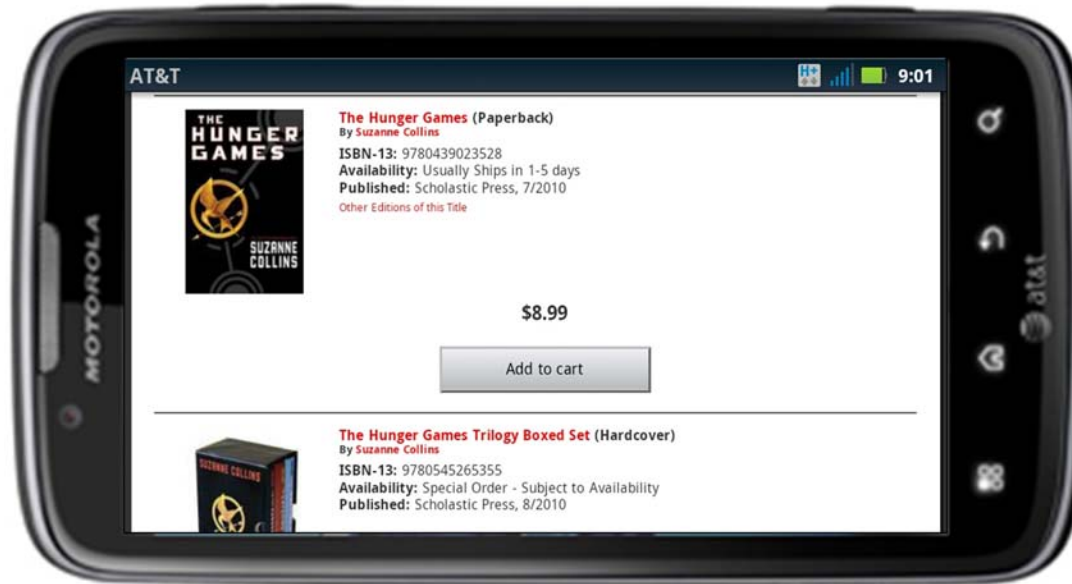


Entering a title, keyword or other search option and clicking on **Search**, the consumer starts a lookup.



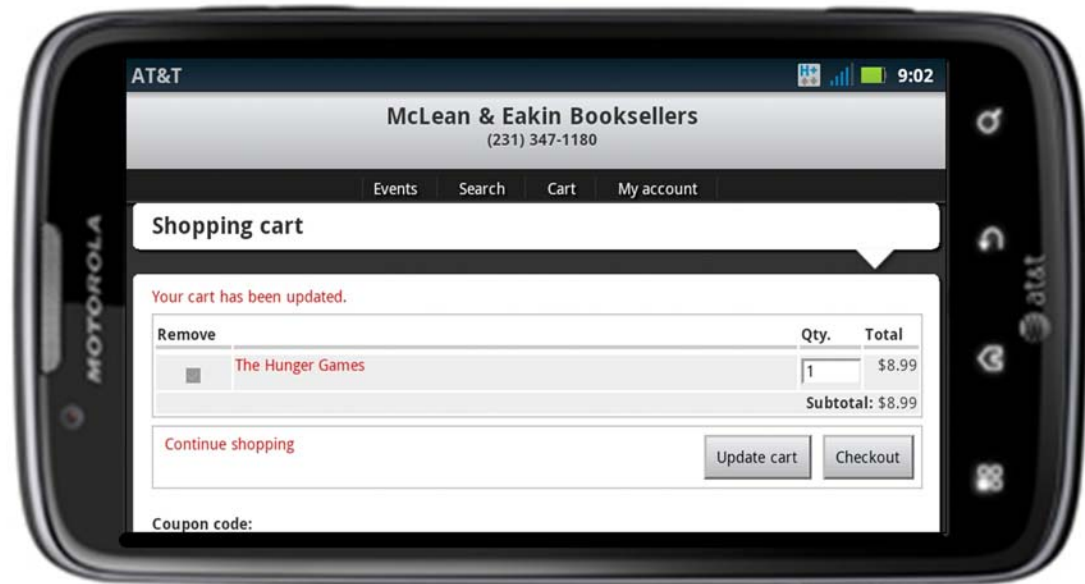
Seeing a screen of title choices, the consumer scrolls down the results to find the desired version of the title.

Clicking on **Add to cart**, the consumer is transferred to the Shopping Cart screen.

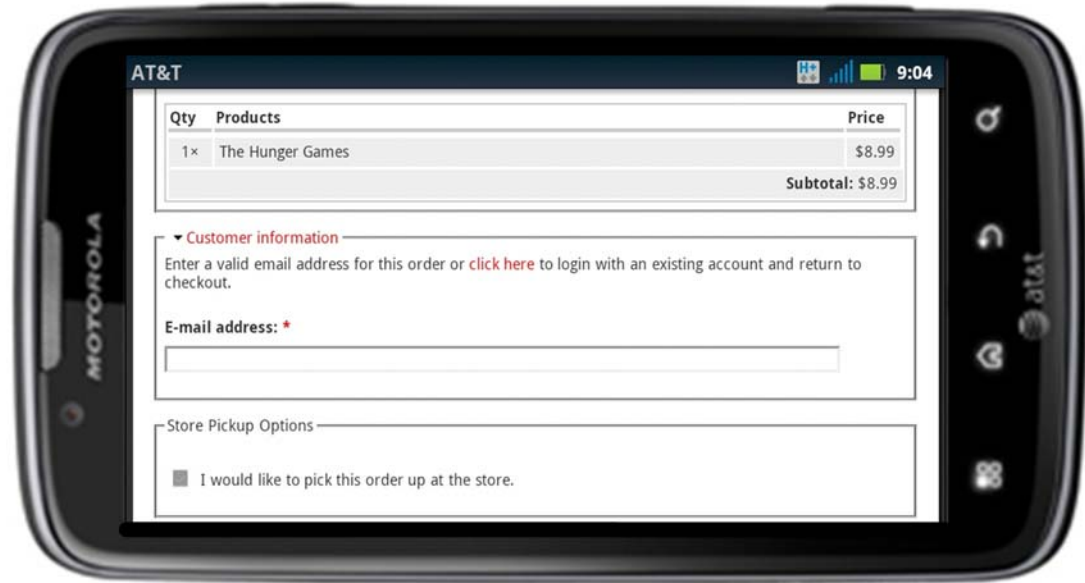




Arriving at the Shopping Cart screen, the consumer has options to continue shopping, to begin the checkout process, or to remove the title from the cart.



Choosing to finish the order and proceed with checkout, the consumer scrolls down and is presented with order processing, shipping, and payment options.

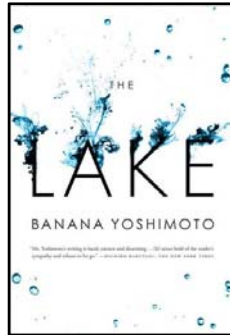


## Store Presentation Card as the Display Object

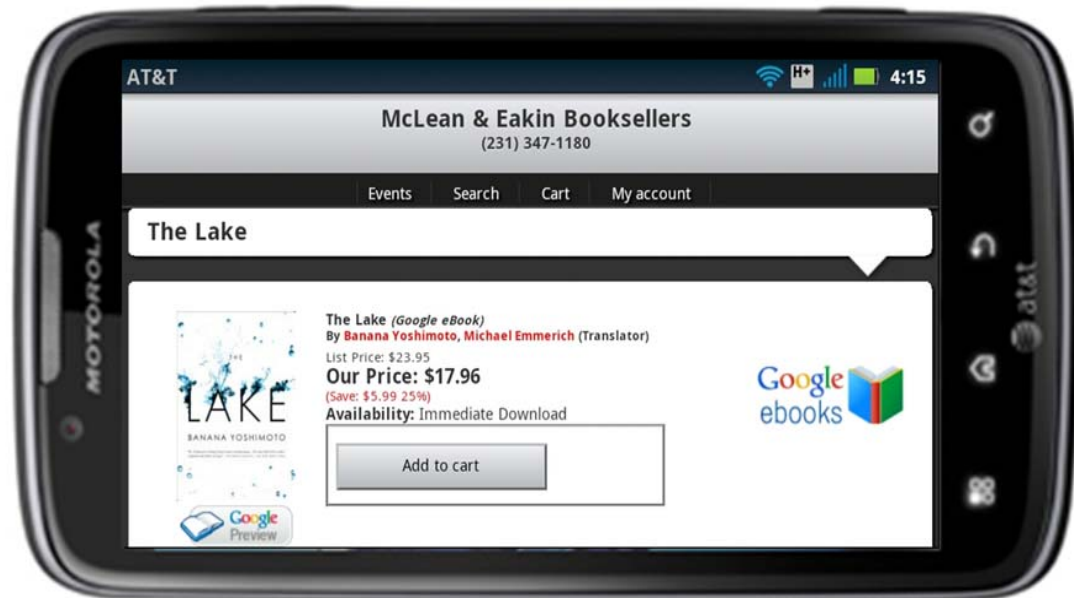
In each of these promotional presentations of the hardcover version of a title, the display object is a card with a brief title description and a prominent QR Code®. Capturing the QR Code® initiates a process that can create an order for the eBook version of the title.



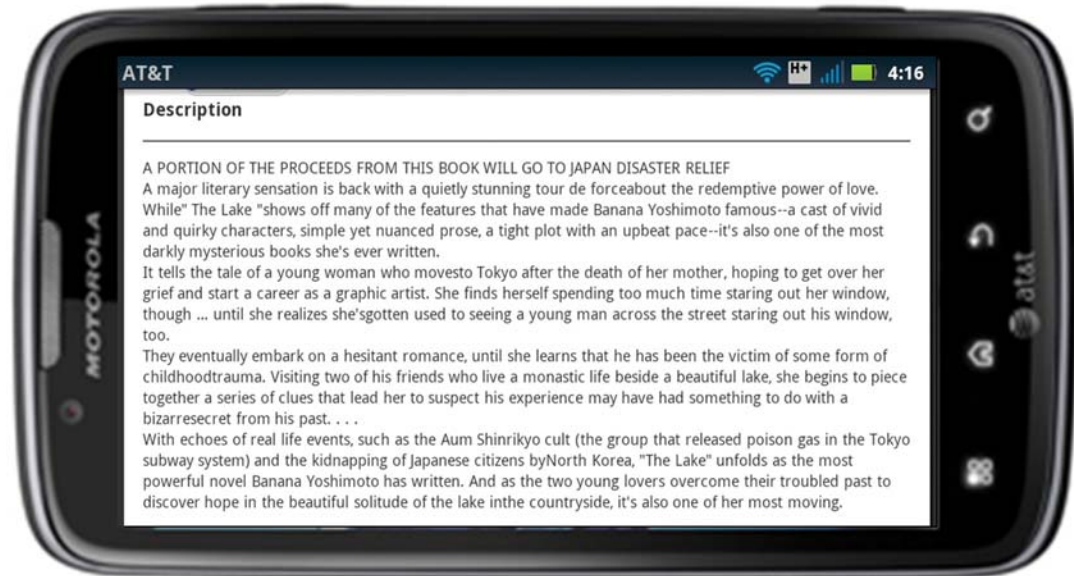
This feature lets the bookseller offer both hardcopy and eBook formats to consumers while they are in the store.

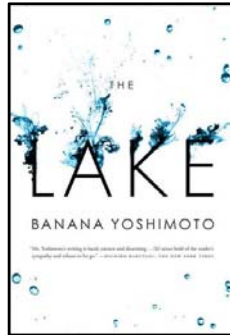


Capturing the QR Code® with a mobile device camera, the consumer reaches the initial product screen for the title's eBook.

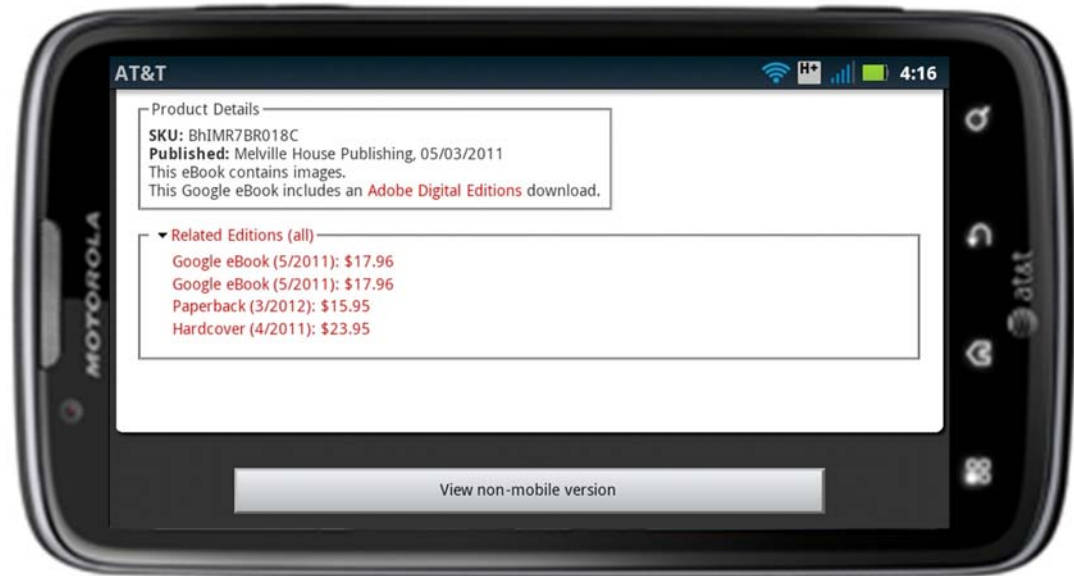


Scrolling down, the consumer may read description of the title and related information





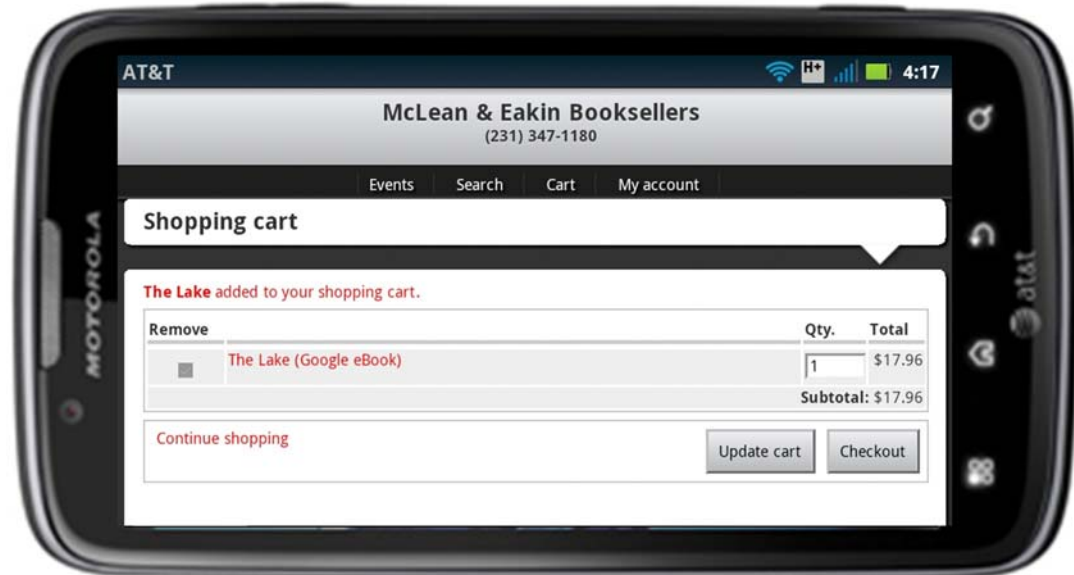
Continuing to scroll, the consumer sees product details and may choose other formats of the title.



Returning to the initial screen, the consumer clicks on **Add to Cart**.

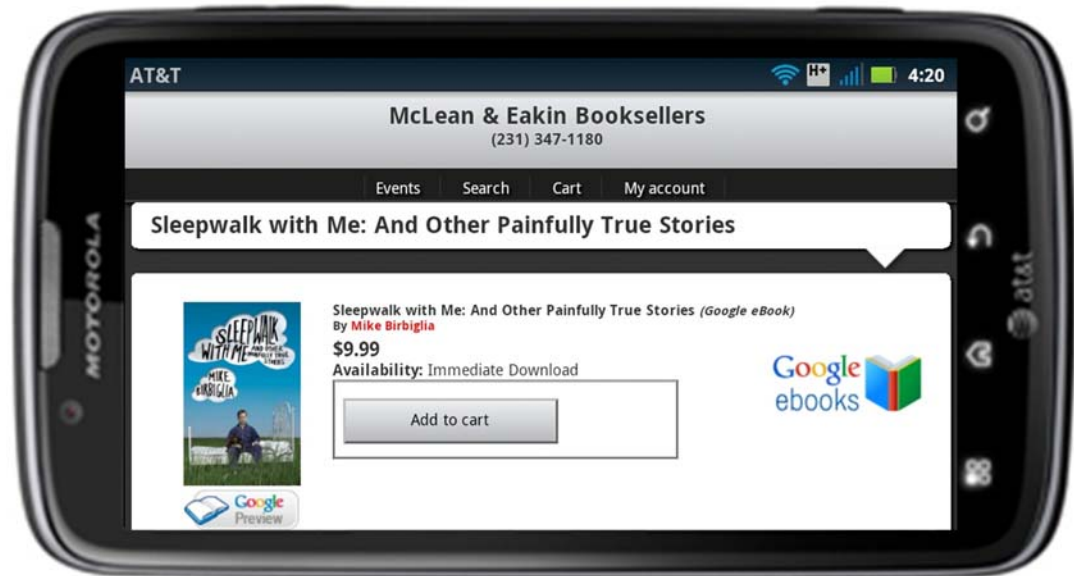
Reaching the Shopping Cart screen, the consumer has the opportunity to complete the order or to continue shopping.

To further illustrate aspects of the campaign, let's assume the consumer chooses **Continue Shopping**.

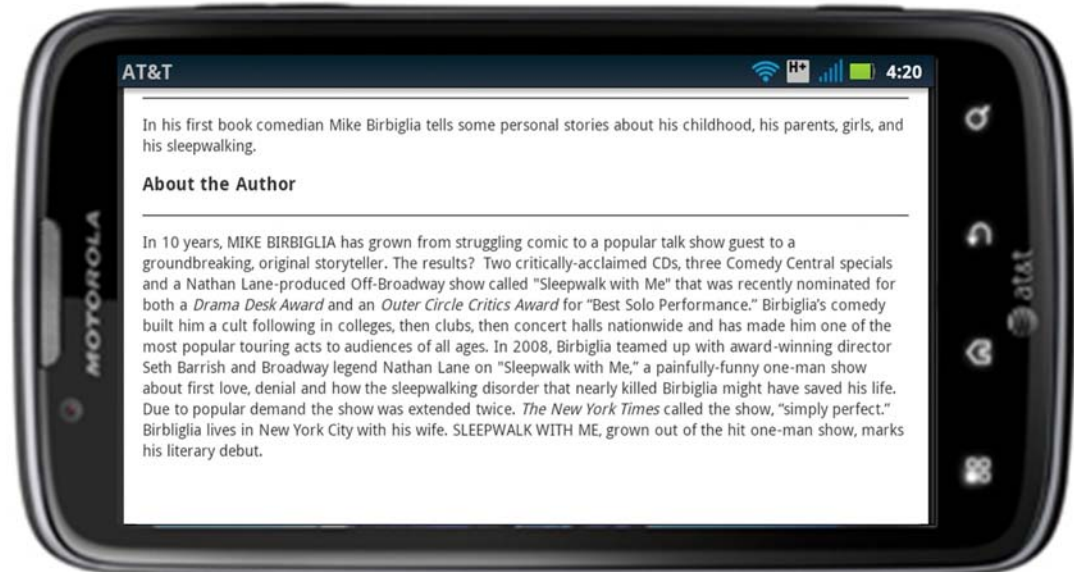




Continuing to browse the bookstore and encountering the store display of *Sleepwalk with Me*, the consumer captures the QR Code® on that display and reaches the initial product screen for that title's eBook.



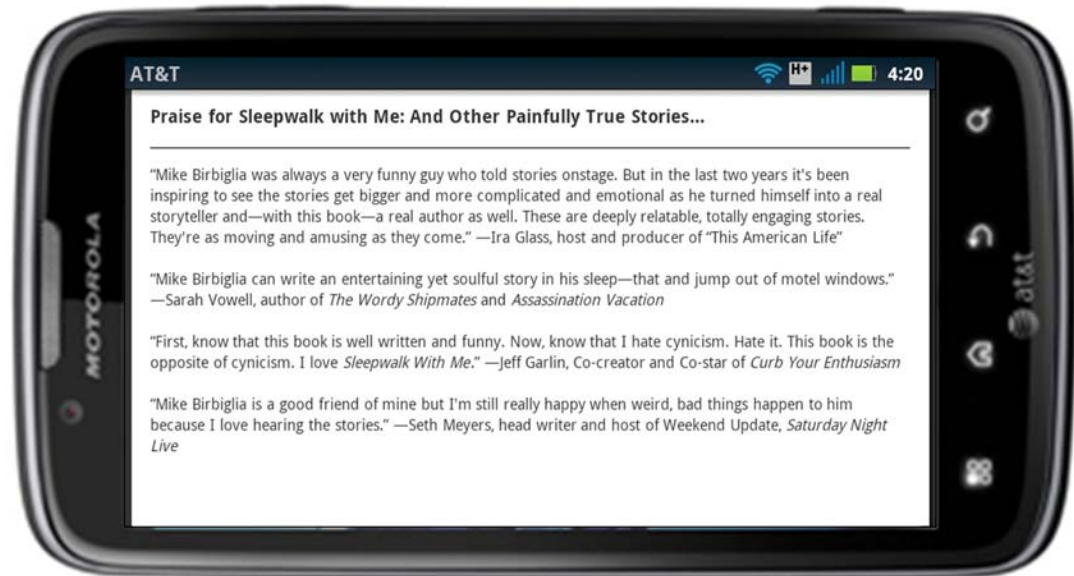
Scrolling down, the consumer may read an author biography.







Continuing to scroll, the consumer may read reviewer comments.



Returning to the initial screen, the consumer clicks on **Add to Cart**.

Reaching the Shopping Cart screen, the consumer now has the opportunity to complete the order for the two titles.

As the consumer proceeds with checkout, there are order processing, shipping, and payment options.

