



2025 Indie Summer Reading Guide Marketing Assets

Digital Catalog User Guide and Tips

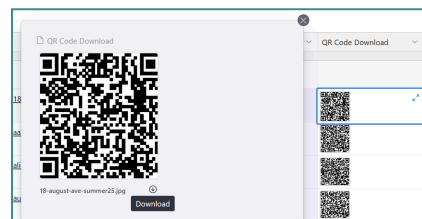
If you opted in for a digital catalog page for your store, it is listed in the Digital Catalog Directory on the [Summer Reading Guide Resource](#) page, along with tools and assets to promote your page.

Digital Catalog URL

The catalog page URL is the **direct link** to your store catalog page, with purchase links keyed to your store's ecommerce. Link to it on your store website either in website content or by adding it as a menu link. Share in social media posts and email newsletters. See below for more ideas on how to incorporate your store page into your summer catalog promotional plans.

QR Codes

The QR code for your store's catalog page is available to download in the directory. Hover to expand the QR code for your store, click to download. Use the **Google Docs template** to create a printable flyer with your QR code.



Buttons

Add a button to your store website linked to your store page! Two versions are included in the Digital Catalog Directory, linked to your page. Expand and copy the code to paste in the html editing pane in your website. If you've ever embedded a YouTube video, the button code works the same way.



Creative Ways to Include Your Digital Page in Summer Promotions

- Add your QR code everywhere. Place it on in-store signage, shelf talkers, bookmarks, and more. (Psst ... these are all available in the [Summer Resource Guide](#) to download for free.)
- Email B2B, school, community, and venue partners to invite them to order and to share with their employees, students, customers, and patrons.
- Create “As Seen in our Summer Reading Guide” spotlights in email newsletters, on your store website, and on social media.
- Develop a dedicated, scheduled social media campaign featuring Summer Reading Guide titles.
- Share pictures of store staff on bicycles with baskets of books; have a “Best Basket of Books” contest for customers.
- Add Summer Reading Guide to linktree accounts (for “link in bio” social media CTAs).
- Add Summer Reading Guide title ISBNs to Libro.fm for audiobook lists.
- Develop weekly action plans for promoting Summer Reading Guide titles during the summer season.
- Encourage staff to review the titles in the catalog. You can post reviews in-store and you can also add them to your website so that when a customer clicks on a title on your digital page, the reviews show there, as well.
- Share the digital catalog with schools and create a special program or event for that school like “Summer Bingo” where kids can read a certain number of titles from the catalog to win prizes.