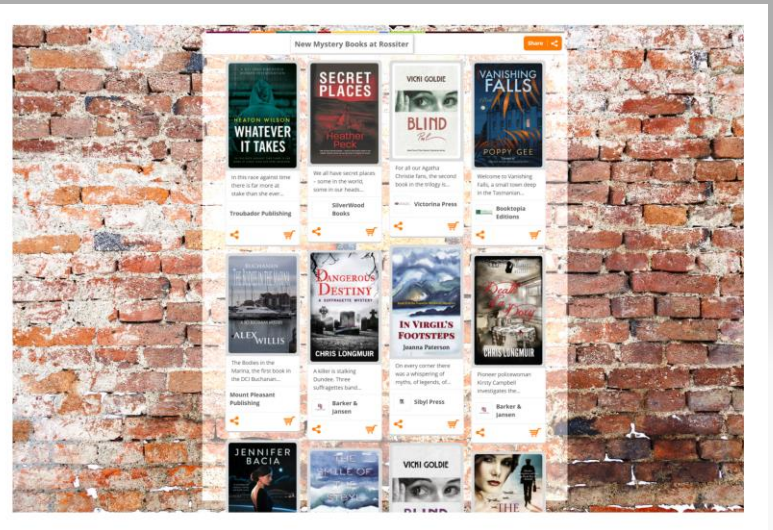
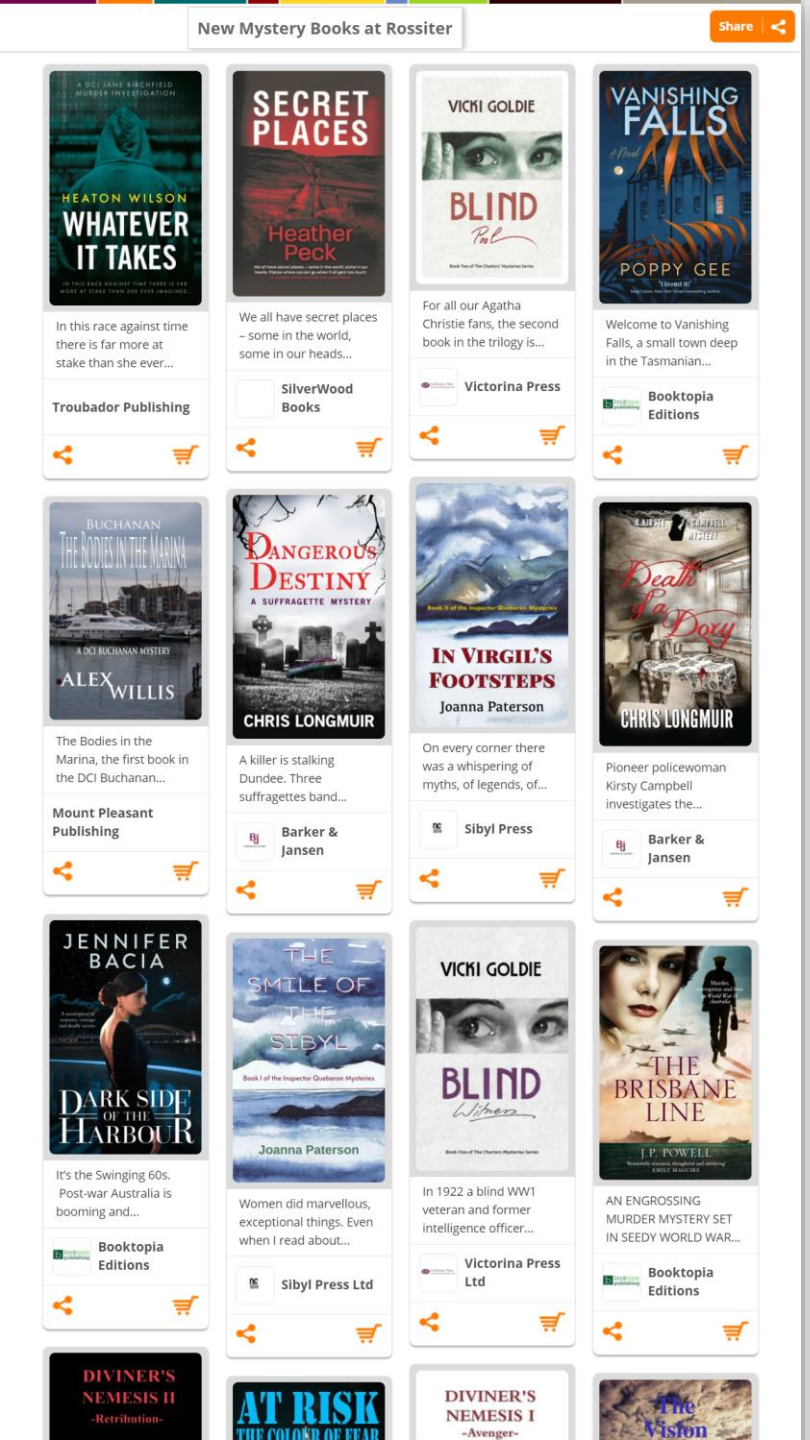
Presenting book selections with Book Walls

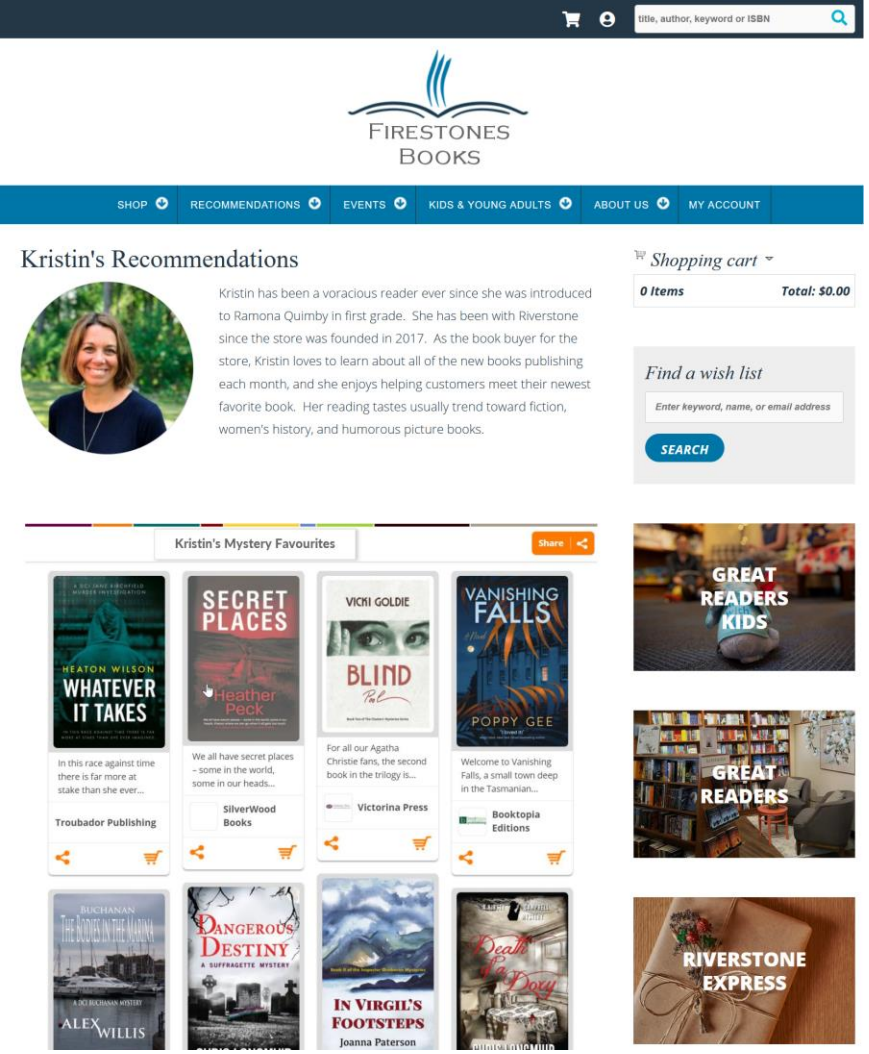


Best Practice - Bookstores



A Book2look book wall is a very simple way to create a small web page to present the Biblets for any selection of books.
All Biblets on a book wall are of course your own bespoke retailer versions.
The Book2look book wall option can be …

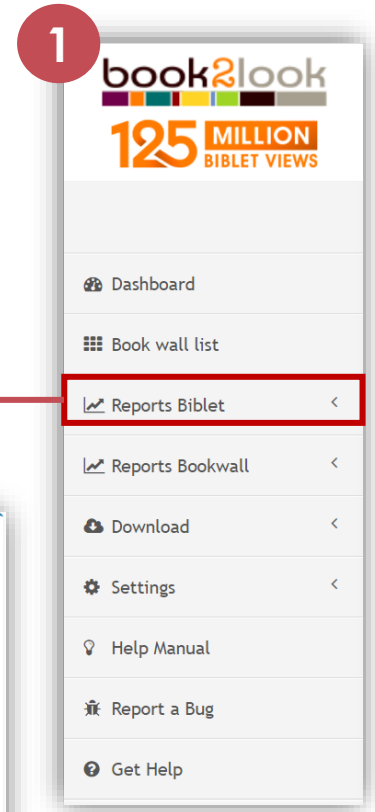
- implemented on your website to present your book recommendations along with the book samples
- used to create multiple book walls for staff recommendations
- used to create compelling, interactive recommendation lists in your mailings
- posted on Social media
- shared everywhere

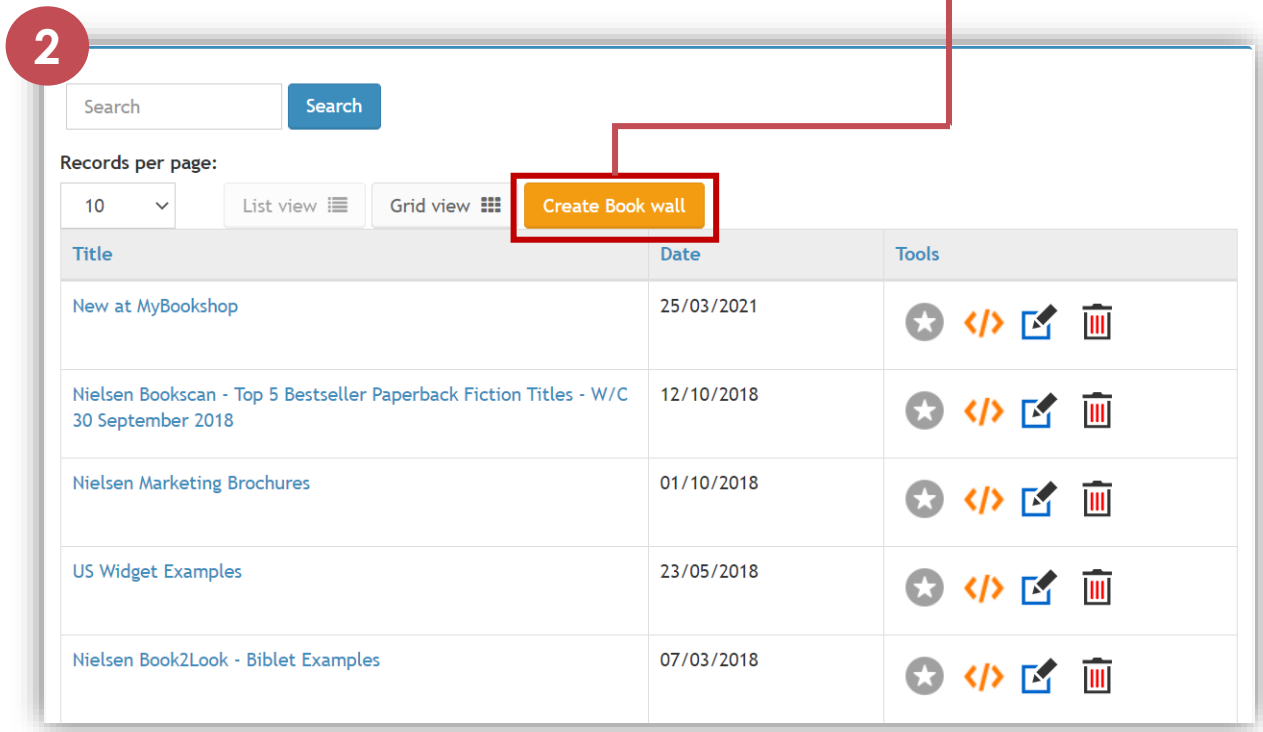


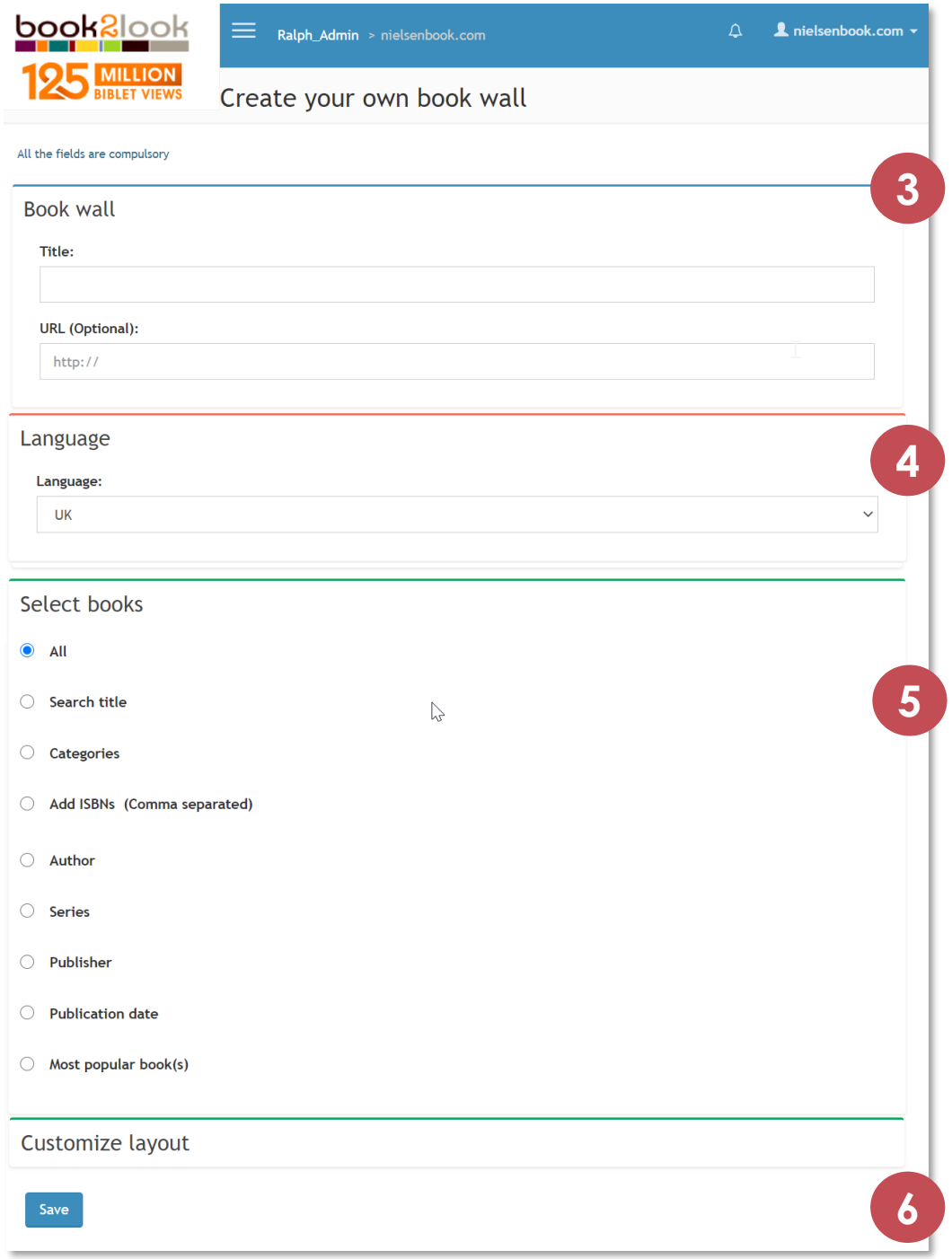
Staff‘s recommendations can easily be implemented on your website. Once the book wall is embeded all you have to do is updated the book wall in your Community account. No programming!

How to create a Book Wall

1. Log into your Community (retailer) account and choose the menu option „Book wall list“
2. All book walls that you have created will be listed here. With „Create Book wall“ you start the creation of a new book wall.

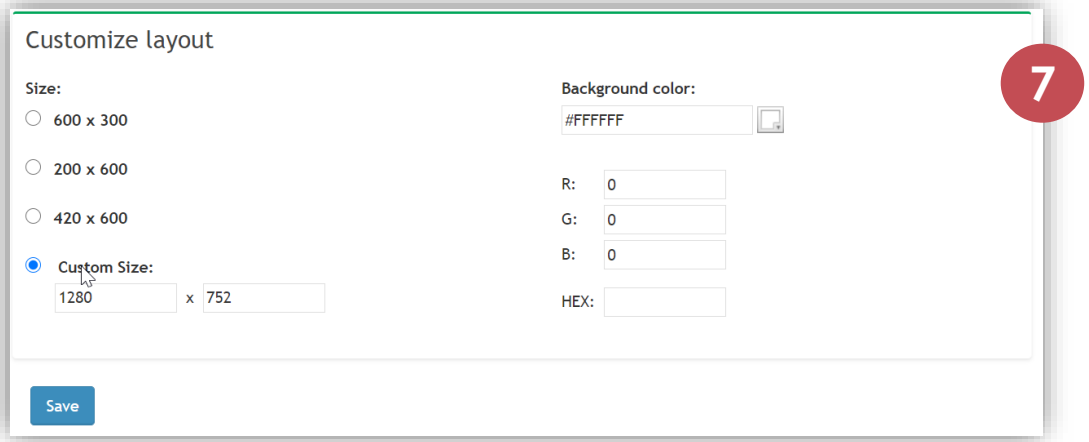




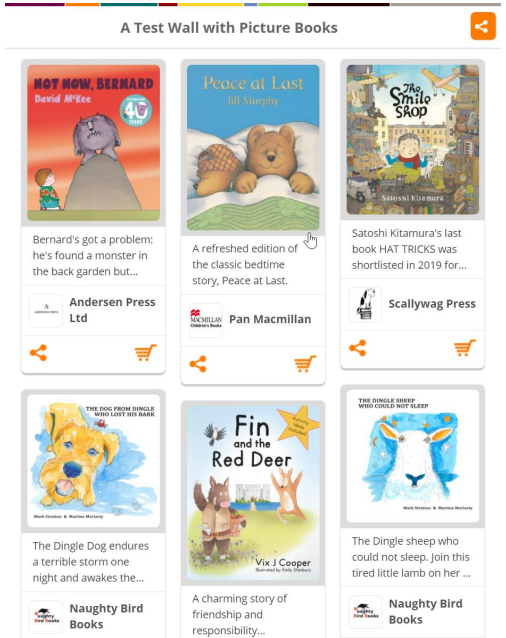


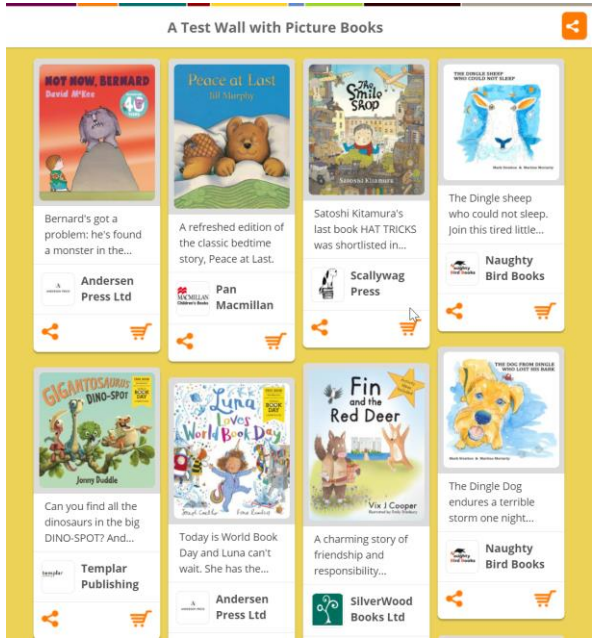
Welcome to the book wall generator!
In three easy steps you can create your own book wall here.

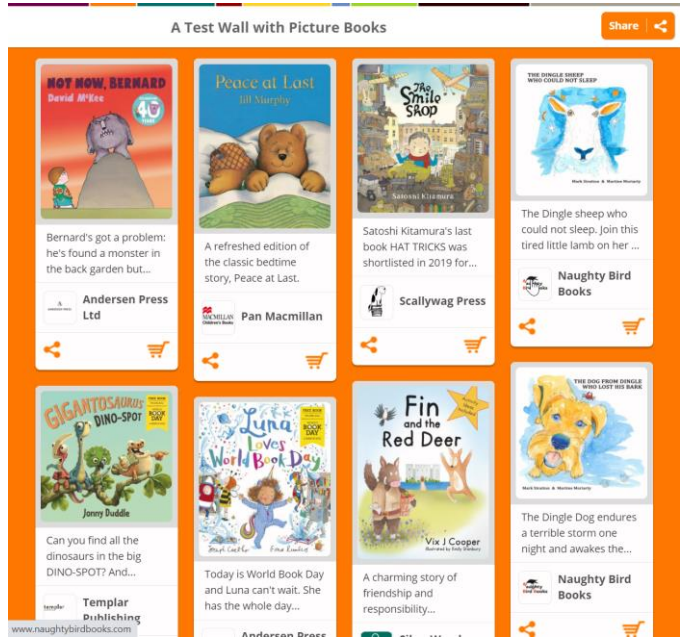
3. Give your book wall a title. Optionally you can also enter an URL your website or a subpage of your website etc. The title of the book wall will be a link to that URL.
4. Choose the language English books UK or English books from the US (or any otehr language). The default is the lanuage setting of your account.
5. There are many methods to select the Biblets to be included in your book wall.
   - You can search for book titles and add them to the book wall.
   - You can select any BIC category
   - A list of ISBNs is probably the most popular option
   - You can search and add any number of authors, book series, publishers
   - You can define a start and an end date of publication (or just a start date and then „Indefinite“)
   - Or you just coose the most viewed Biblets in your language
6. Done! Just click „Save“



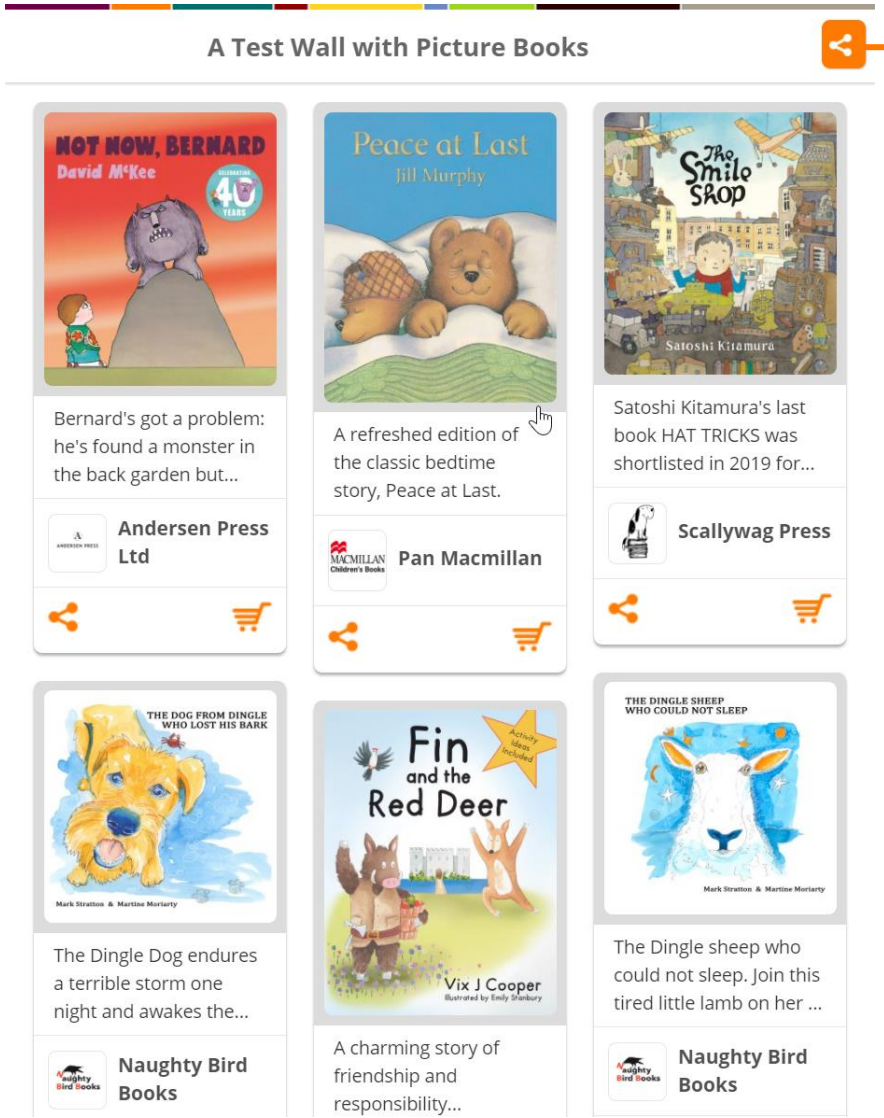
7. If you want to get fancy you can also customize the appearance of your book wall.
The „Size“ option defines the default size of the frame in which the book wall is presented (the technical term is „iFrame“).
For the background color you need to know the hexadecimal code of the desired color or the RGB values. Both things that you can get from any graphics software that you may be using.
If you need the background color of your website you can always ask the person in charge of programming your website for the code/value.

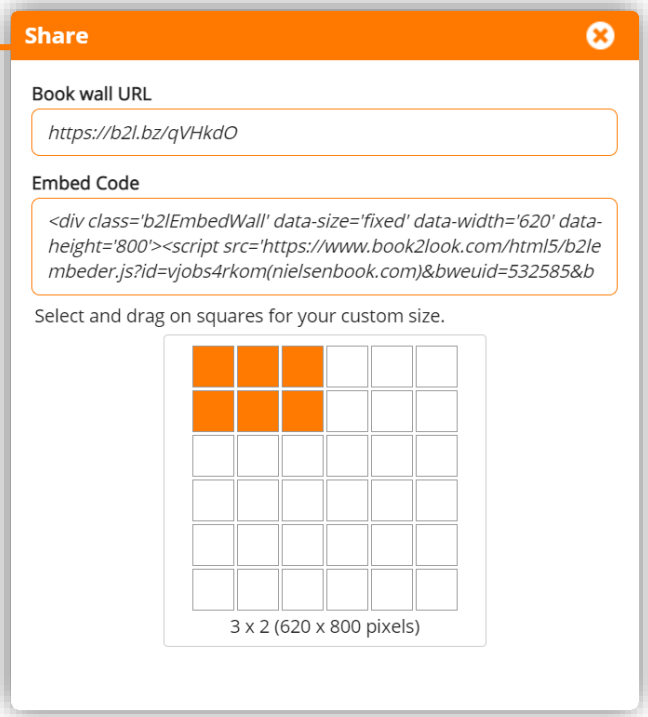






How to share or embed a book wall





Every book wall has a share button in the top right corner (also in the book wall list of your Community account).

Here you find the URL of the book wall as well as the HTML embed code.

With the grid you can also very intuitively define the size of your book wall.
This share option is available to anyone looking at your book wall. So your friends and customers can post book wall on their Social Media channels or websites.