



**BLACKWELL** tweets about in-store events

## Blackwell turns to social media to build a community around books

Blackwell, the academic bookshop chain, is launching targeted social media activity in university towns and communities.

It's rolling out localised Facebook campaigns and will use Twitter to promote in-store events and its site.

Jessica Armishaw, head of online at Blackwell UK, said, "We're looking to build online communities where we can really engage with customers. It's an extension of the communities that exist in our stores."

The company has also appointed affiliate marketing agency R.O.Eye to run its affiliate marketing programme over the next year. Currently, about 10% of Blackwell's sales are through affiliate marketing and the company sees it as a key platform for growth.

Mark Kuhillow, director of R.O.Eye, said, "We'll be working to build online awareness of the website, engaging with appropriate audiences and taking the brand's affiliate marketing programme to the next level."