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* Written copy available below for grading purposes*

BLOG



How Auburn Oil Co. Booksellers Connect with Their Customers Through Reviews

Have you ever wandered around a bookstore, unsure of what to read?

Retail bookstores like Barnes & Noble or Books-A-Million can be overwhelming for even the biggest bookworms, but Auburn Oil Co. Booksellers makes their independent bookstore feel like home. Auburn Oil Co. Booksellers is an independent bookstore located in the heart of Auburn, AL, that combines the love between coffee and reading.

A bookseller's biggest objective is to pair customers with their ideal books. Auburn Oil Co. Booksellers has perfected this concept through written reviews and recommendations that fill the entire store. These reviews are how [booksellers connect with their customers](#). As you walk through the store, each shelf leads to conversation and the hope of finding your new favorite book.

While browsing the store myself, I fell upon a book review written by bookseller Carson, that led me to purchase the book. She said that the author of “The Book Thief,” Markus Zusak’s “writing style makes this beautiful story of a family’s everyday bravery and love feel as magical and fascinating as a fairytale!” After reading the review and the book description from the author, I was sucked in! This book was located among many others on the “Staff Picks” shelf.

The introduction of the “Staff Picks” shelf has emphasized the influence that book reviews have on customers. Booksellers write reviews for books they “really, really like,” said bookseller Rachel. She said, “Not every book earns a spot on the staff picks, so the reviews serve as an equivalent presence throughout the entire store.”



Not only are the written reviews how [booksellers connect with their customers](#), but they also create community. Alyssa has been a bookseller at Auburn Oil Co. Booksellers for four years and couldn't seem to thank the community enough.

“Everyone wants to see this bookstore succeed and continue to have a staple presence in Auburn,” said employee Alyssa. “Especially when we opened only a few months before COVID-19, everyone's support meant the world to us.”

All of the employees are book lovers and want their customers to share that love with them. The written reviews allow them to communicate their opinions, especially when verbal interaction with customers is challenging due to the flow of traffic that comes in and out of the store on a daily.

So, the next time you find yourself wandering around a bookstore, make your way towards Auburn Oil Co. Booksellers where [booksellers connect with their customers](#) and build community.



PITCH

To: Kayleigh Freeman | kaf0072@auburn.edu

<https://www.theplainsman.com/staff/kayleigh-freeman-community-writer>

From: Brayden Broadway

Subject: Loved your piece on sober fun in Auburn, AL - Here's a new event to add to the list!

Hi Kayleigh,

I recently came across your article about 'Having fun in Auburn without alcohol.' I'm not always one to enjoy the nightlife scene, so I appreciated your recommendations!

You might be interested in Auburn Oil Co. Booksellers located in Auburn, AL. The independent bookstore holds events almost weekly, ranging from book clubs to sip-and-drink parties.

On January 9, 2024, at 7 p.m., Auburn Oil Co. Booksellers will host a launch party, 'Books Over Drinks,' for Rachel Hawkins and her new novel, 'The Heiress!'

Please let me know the best way to send over a complimentary ticket for the event.

Thanks,

Brayden Broadway
bmb0102@auburn.edu
(704)-999-9128

To: Gabrielle Filgo | gfilgo@auburnalabama.org
<https://news.auburnalabama.org/article/Parks,%20Rec%20&%20Culture/8372>

From: Brayden Broadway

Subject: Your 'Send Letters to Santa' initiative was wonderful - Here's another exciting event to share with the Auburn community.

Hi Gabrielle,

I recently came across your article about children being able to send letters to Santa around the Auburn area. Although this article was geared towards children, I have the perfect adult activity for you to share.

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Thanks,
Brayden Broadway
bmb0102@auburn.edu
(704)-999-9128

To: Michelle Matthews | mmatthews@al.com
<https://www.al.com/life/2021/03/rachel-hawkinss-new-novel-sets-jane-eyre-in-alabama.html>

From: Brayden Broadway

Subject: I saw you have already covered local author Rachel Hawkins - Here's an opportunity to explore her latest work.

Hi Michelle,

I recently came across your article covering Rachel Hawkins. Her upbringing story was very intriguing; thank you for capturing it!

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SOCIAL MEDIA POSTS



- I am unable to upload a video on this platform but it is accessible through my final presentation website and I will attach it under my submissions as well.

BACKGROUNDER

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Auburn Oil Co. Booksellers: Not Just A Bookstore But A Community Hub

Auburn Oil Co. Booksellers is an independent bookstore that provides bestsellers, cards, classics, coffee, gifts, local specialty items, and novelties for book lovers in the heart of downtown Auburn, AL. Auburn Oil Co.

Booksellers' success has stemmed from staying connected to its loyal customer base, ensuring they are

always placed first in its decision-making process. With endless amounts of books available, customers have most noticeably benefitted from the recommendations of our booksellers and community events that occur throughout the month.

Since opening in 2019, Auburn Oil Co. Booksellers has built a positive reputation for itself, providing books and community, with most customers saying its services have improved their connections within the Auburn community.



History of Auburn Oil Co. Booksellers

Auburn Oil Co. Booksellers was created by June Wilcox and Mike Armour in Auburn, Alabama, in 2019 when they felt the need to show their appreciation for Armour's father, Murphy. Back in the day, Murphy Armour owned Auburn Oil Co. which was considered the community hub where customers could obtain service to their vehicles and build relationships within their community. Channeling that mission, Wilcox and Armour combined their love for books and coffee, creating Auburn Oil Co. Booksellers.

After nearly four years in business and surviving COVID-19, the business has grown exponentially in customer loyalty and love. Despite its great success, the company has remained loyal to its initial vision to provide a community hub and area of support for book lovers.

Auburn Oil Co. Booksellers Vision and Mission Statement

“More than just a store that provides a service, we want to make connections and friendships with our customers.”

Conclusion

Auburn Oil Co. Booksellers is a successful independent bookstore that credits its success to hard work and a loyal customer base that has supported the business since its opening in 2019. The bookstore has solidified itself as part of the heart of downtown Auburn, AL.

Sources

<https://auburnoilbooksellers.com/our-story/>