

Romance-Landia Bookstore Press Kit 2025

Maryland's First Romance - Only Bookstore

www.romance-landia.com

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ABOUT US

Romance-Landia is Maryland's first and only romance-only bookstore, offering a curated collection of romance novels from all genres. Founded and owned by Staci, a passionate supporter of indie authors, Romance-Landia provides a unique space where readers can explore a wide range of romance stories, from contemporary and historical to fantasy and beyond. For the first eight months of operation, Romance-Landia thrived as a pop-up bookstore, creating a buzz and building a loyal community of readers. As of January 4, 2025, the shop has officially transitioned to a permanent brick-and-mortar location, solidifying its role as a go-to destination for romance lovers. Staci continues to champion indie authors, offering them a platform to showcase their work and connect with fans. Romance-Landia is more than just a bookstore – it's a celebration of love in all its forms.

8.7K

WEBSITE HITS

Data recorded since the beginning of 2025

2,179

IG FOLLOWERS

Data recorded February 2025

801

FACEBOOK

FOLLOWERS

Data recorded February 2025



Marketing & Outreach

Social Media Presence - Romance-Landia actively engages with the romance community through social media platforms like Instagram, Facebook, and Threads, where we share book recommendations, upcoming events, author interviews, and behind-the-scenes glimpses of store life. Our social media is a vibrant hub for romance lovers to connect, share their passion, and discover new reads.

Indie Author Partnerships - As a huge supporter of indie authors, Romance-Landia regularly collaborates with independent writers to host book launches, virtual author chats, and book signings. These partnerships help amplify the voices of indie authors while giving readers direct access to fresh, unique stories.

Pop-Up Events and Book Fairs - Prior to becoming a brick-and-mortar store, Romance-Landia successfully hosted pop-up events and participated in local book fairs, where we showcased a curated selection of romance novels and engaged directly with the community. These events continue to be a key part of our outreach strategy, allowing us to reach new customers and strengthen our presence within the local literary community.

Email Newsletters - Our email newsletter keeps subscribers informed about new book arrivals, exclusive promotions, author spotlights, and upcoming events. This direct communication helps us build lasting relationships with readers and provides them with personalized book recommendations based on their preferences.

Community Engagement - Romance-Landia is dedicated to fostering a sense of community. We regularly host book clubs, author Q&A sessions, and themed events to connect romance fans and promote lively discussions. These events not only drive foot traffic to the store but also create a welcoming environment for all readers.



Marketing & Outreach Continued

Local Partnerships - We collaborate with local businesses and organizations to cross-promote and engage with the wider Maryland community. By working together with nearby cafes, coffee shops, and event venues, we're able to host joint events, sponsor local initiatives, and provide discounts for patrons who support both Romance-Landia and our partners.

Book Reviews and Influencer Collaborations - We work with book influencers, bloggers, and reviewers to feature Romance-Landia's curated collections and indie author titles. Their reviews and shoutouts help expand our reach and introduce Romance-Landia to readers across various platforms.

Online Store and Shipping - In addition to our brick-and-mortar location, Romance-Landia offers an online store where customers can easily browse and purchase their favorite romance novels. We offer shipping options for readers who can't visit in person, expanding our customer base beyond the local area.

Patreon Supporters - Romance-Landia is proud to offer a Patreon community for our most dedicated fans and supporters. Through our Patreon, members gain access to exclusive content, special discounts & fun bookish activities. We offer tiered memberships that provide different levels of engagement, allowing readers to support the bookstore while enjoying perks that enhance their experience with Romance-Landia. Our Patreon community is a vibrant and supportive space for romance lovers to connect with us and with each other.

Adult Summer Reading Program - Our Adult Summer Reading Program encourages adults to embrace their love for reading during the summer months. With themed challenges, reading goals, and rewards for completion, the program fosters a sense of fun and community among participants. Readers can sign up to track their progress, attend exclusive events, and win prizes like signed books, Romance-Landia merchandise, and special discounts. The Adult Summer Reading Program not only promotes literacy but also brings readers together in a relaxed and enjoyable atmosphere to share their love of the genre.

738

NEWSLETTER
SUBSCRIBERS

Data recorded February 2025

32

PATREON
MEMBERS

Data recorded February 2025

100

SUMMER
READERS

2024



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