

BOOKSPARKS  
CASE STUDY #2

# THE BLACK VELVET COAT BY JILL G. HALL



- The author applied for a Bookbub in the Historical Fiction category twice and was rejected; was accepted the third time with the category Women’s Fiction (title also had over 50 Amazon reviews by then)
- BookBub length and price: 1 day, July 2016, \$0.99
- BookBub reported that 13,828 subscribers clicked on the link, and, 5,818 went on to purchase the book directly through their blast
- Algorithms picked up sale, resulting in almost 17,000 ebooks sold



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**How did the Author Promote It?**

- Used a marketing consultant
- FB Author page posts boosted to target audiences
- Posted many photos and screenshots of book moving up in the ranks with thank you messages
- 17,000 ebooks sold over a several week period
- Promoted through ManyBooks, which saw the BookBub feature and shared the sale on their own newsletter for \$19
  - o This deal went out to 130,000 subscribers and 500 downloads were to be expected

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**Total Investment**

**Expenses for *The Black Velvet Coat* .99 Sale**

BookBub Promotion in Women’s Fiction – United States	<b>500.00</b>
BookBub Promotion in Women’s Fiction – International Bundle	<b>130.00</b>
ManyBooks Promo	<b>19.00</b>
Author Page Facebook Boosts	<b>80.00</b>
Marketing Consultant 4.75 @ \$125	<b>593.75</b>
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	<b>Total \$ 1,322.75</b>

