

BOOKSPARKS
CASE STUDY #1

ON GRACE

BY SUSIE ORMAN SCHNALL



- BookBub length: 2 days, February 2016, \$0.99
- BookBub reported that 8,102 subscribers clicked on the link and 2,361 went on to purchase the ebook directly through their blast

How did the Author Promote It?

- Author used Facebook paid ads and **reached almost 10,000 viewers**; targeting fans of Emily Giffin and Reading, ages 30-45 in the United States
- Used BooksEnds and EReader News Today promotion ads to drive traffic to the BookBub
- Coordinated the BookBub for the first or second day of a five-day sale

Total Investment

Expenses for *On Grace* .99 Sale

BookBub Promotion in Women's Fiction – United States	500.00
BookBub Promotion in Women's Fiction – International Bundle	130.00
BooksEnds Promo	20.00
EReader News Today	45.00
Author Page Facebook Boosts	75.00
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	Total \$ 770.00

