



With a Little Faith and a Lot of Perseverance

Challenge: An accomplished faith-based author had just written her first book and was in need of a website to launch and sell it. Her goal was to develop a personal relationship with local bookstores and buyers via in-person signing events.

Solution: We developed a targeted, integrated marketing campaign designed to reach her niche market. It was comprised of the following deliverables:

- Direct mail to local churches and religious bookstores promoting a “meet & greet” book signing, with an incentive of a complimentary copy of her book.
- Creation of several promotional products, including a tablecloth, posters, t-shirts, tote bags, bookmarks, lapel pins, cups, wristbands, dog tags, and calendar magnets.
- A website with an online storefront for selling the book and merchandise, including a fulfillment program.
- Social media presence and a quick tour of best practices so she could self-manage the sites.
- Two additional direct mail campaigns were launched to target local residents.

Results: The direct mail resulted in eight bookstore signings, one meeting, three speaking engagements, eleven complimentary book requests and eighty-three responses via email expressing interest in the book.

Several bookstores purchased an inventory of her book to sell. The website’s online storefront accounted for 87% of book sales, 9% were from Amazon and 3.7% were from the Apple channel. Due to the personalized aspect of the campaign, the author forged strong professional relationships with the local bookstores selling her book, achieving her initial goal.

