

2022 Christmas Ad Campaign

Summary

Through my best estimates and effort I felt I could produce a 2x increase in sales compared to the Christmas 2021 season. Through God's grace and multiplication of his blessings the marketing campaign I developed generated greater than an 8x increase in sales from the previous year.

Introduction

In January 2022 I established a goal of doubling my 2021 sales for the 2022 fiscal year. Through November 2022, the business exceeded that goal in operating at 3x the revenue month over month compared with 2022. So without any sales in December, the company would have exceeded the initial goal of doubling sales.

However, I felt I could leverage everything I learned in 2021 to ensure that December would also be 3x the previous year. I also needed to ensure that I was doing so profitably. Therefore, I set a goal of a minimum of 35% return on advertising spend, which would be a modest increase from the year before.

Approach

Over the year, I found a "formula" to ensure I was meeting my ad profitability metrics on Amazon but believed that the Amazon Ad formula I was using was too inconsistent to count on by itself to reach my goal of \$553.00 in gross revenue. At best, I could count on it for ~\$150.00. So I needed to find a way to lock in another \$400.00 in revenue.

My data showed that I could get ~0.5% Click through rate, and it took ~9 clicks to reach a purchase. The typical revenue realized per purchase was ~\$4.00. So I needed 100 orders, which was 900 clicks, from ~180,000 impressions. Looking at the initial recommendations from Facebook, it looked like I would pay ~\$.36 a click which would keep us in the profitability window I wanted to maintain while reaching my goal before the Christmas holiday. But I wasn't confident which ad copy/approach would be most successful, so I started multiple initial ads at \$5.00 a day, aligned to specific buying milestones starting November 29th, like last day for standard shipping - December 5th, Free Priority Shipping through December 15th, Audiobooks for travel weekends. However, none of those worked particularly well. I learned that ads linking to my website and audible.com were largely ineffective.

Outcome

However the generic ad targeting the series page on Amazon exceeded my expectations. At one point early in the campaign, my return on advertising spend was over 80%. It was at that point I made a critical error. I upped the ad spend per day for three days to \$100.00. Unfortunately, this broadened the audience too far to meet the budget and tanked the return on spend. I pulled it back in and ended at ~\$ 10.00 a day.

Another thing to note about this campaign is that I posted the Facebook posts to my page and story, then shared it with multiple Christian fiction groups on Facebook before boosting the post. I believe this combination drove the post's exposure early to get some of the excellent comments I got that then drove up the effectiveness of the paid reach, given the number of shares and comments that followed the feedback from the group posts.

Conclusion

This campaign grossly exceeded my expectations and has generated a pipeline of sales into January that realized greater than 3x sales than the previous year despite pausing 90% of my marketing activities while I complete book 6 in the series.

Year over Year Improvement By the Numbers

	Christmas '21	Christmas '22	Change
KDP Revenue	\$129.89	\$818.00	630%
Website Net Revenue	\$24.00	\$201.20	838%
ACX Revenue	\$29.01	\$49.28	170%
IngramSpark	\$1.68	\$17.28	1029%
Gross Revenue	\$184.58	\$1,085.76	588%
Facebook Ads	(\$48.00)	(\$596.26)	1242%
Amazon Ads	(\$95.44)	(\$150.55)	158%
Marketing Cost	(\$143.44)	(\$746.81)	521%
Revenue - Marketing Cost	\$41.14	\$338.95	824%
Return on Ad Spend	29%	45%	158%
Social Media Statistics	Christmas '21	Christmas '22	Change
Facebook Reach	7,451	231,770	3,111%
Instagram Reach	4,135	6,532	158%
Paid Facebook Reach	3,057	157,184	5,142%
Facebook Page Follows	12	32	267%
Instagram Follows	1	27	2,700%
Facebook Ad Campaign	Christmas '21	Christmas '22	Change
Time Spent (hours)	6	2	33%
Total Ads	8	9	113%
Average Cost Per Click	\$0.76	\$0.31	41%
Best Cost Per Click	\$0.60	\$0.29	48%
Best Post Engagement	25	1513	6,052%

Best Performing Ad 2022

Results	Reach	Impressions	Cost per result
1513	108031	158395	0.29



Allen Brokken - Author
December 2, 2022 · 🌐

[Parents]Are you looking for your next family read aloud adventure?
Would a fantastic story that reinforces Christian values be something that your family might enjoy?

The [Homeschool Review Crew](#) says "The Tower of Light series has everything you could want in a good book series, from fantasy and adventure to good Christian values all rolled into one."

You can learn more about the [Mom's Choice Awards](#) winning Towers of Light series at <https://www.amazon.com/dp/B087VKYG95?binding=paperback>

#ReadAloudChallenge #readaloudrevival #readaloudfamily #homeschool #homeschooling #christianity #christianlife #readaloud #middlegrade #middlegradebooks #middlegradelit #mglit #christian #KindleUnlimited #audiobook #audible #audiblebooks



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Boost again

👍❤️ Patrice Doten, David Paul Blumenshine and 170 others

30 comments 85 shares

👍 Like

💬 Comment

🔗 Share



Most relevant ▾

Marilyn Keeler
What us the age level? ...

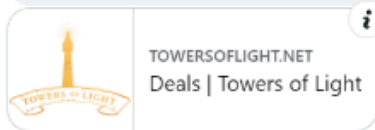
Like Reply 6w

Allen Brokken - Author
Marilyn Keeler 3rd -6th grade reading level. The kids in the story are ages 5-12 so it's good for a family read aloud that can be enjoyed by the whole family. ...

Brianna Brown
Do you have these in a bundle so we can buy together? I just see them being sold separately on amazon ...

Like Reply 4w

Allen Brokken - Author
Brianna Brown there are some different set options at <https://www.towersoflight.net/deals> ...



Like Reply 4w

Marc Judd (Top fan)
I ordered a set for Christmas for my grandkids and received them today. I've read only one chapter from the first book...and I'm hooked. I think my grandkids will fall in love with it. These are substantial books (thick)...not some wimpy 50 page paperb... See more ...

Like Reply 8w Edited

Allen Brokken - Author
Marc Judd so glad to hear you are enjoying the series. ...

Deanna Richeson
Age level?? ...

Like Reply 8w

Allen Brokken - Author
Deanna Richeson 3rd - 6th grade reading level buy the kids in the story are agrs 5-12 so it's fun for the whole family. ...

Cindy Herring
Do you have the paperback of Demolishing the stronghold? I have ordered the others on amazon but can't find that one. ...

Like Reply 8w

Allen Brokken - Author
Cindy Herring I'm so glad you are excited about the whole series. I'm still drafting Demolishing the Stronghold. It will be out next November. ...

Debbie Stephens
MaLinda Plant ...

Like Reply 4w

Wanda Messer
Mine is in the way .So excited ...

Like Reply 7w

Allen Brokken - Author
Wanda Messer thanks for sharing, I appreciate your enthusiasm. ...

Katie Spencer
Carly Spencer might be good ...

Like Reply 7w

↳ Carly Spencer replied · 1 Reply

Poor Performing Ads

Ad Images similar text to above but the link was to my website did not perform as well.

Results	Reach	Impressions	Cost per result
104	16828	20323	0.43



Results	Reach	Impressions	Cost per result
8	452	454	0.81



Ad Image similar text to above but to audible.com also did not do well

Results	Reach	Impressions	Cost per result
92	17396	25425	0.53

The image is an Instagram post from Elizabeth Brooks. At the top, there is a profile picture and the name 'Elizabeth Brooks' with a verified checkmark. Below this is a five-star rating and the text 'Perfect road-trip audio book for preteens'. The main content is a map showing a route from 'Home' (marked with a red 'A') in Milwaukee, WI, to 'Grandma's House' (marked with a red 'B') in Omaha, NE. The route is 510 miles and takes 7 hours and 2 minutes. Below the map, there are three audiobook covers: 'Light Mine' by Allen Brokken, 'Still Small Voice' by Allen Brokken and Steve Blackman, and 'Fear No Evil' by Allen Brokken. At the bottom of the post, the text 'Christian Values to Last a Lifetime' is visible.

Results	Reach	Impressions	Cost per result
8	452	454	0.81

https://www.instagram.com/reel/ClzcaJZLi1l/?utm_source=ig_web_copy_link