



The Challenge

In January 2006, a *New York Times* best selling author released a new book. It started off well, reaching a high position of #14 on the Barnes and Noble Sales Ranking. However, after six weeks of being on the *New York Times* bestseller list, the book had dropped to a position of #455 in Barnes & Noble Sales Ranking. Granular Solutions' specialists were retained to boost sales of the book, particularly through the Barnes and Noble web site.

The Method

After an initial review of the situation, it was decided that immediate results were necessary, so efforts became focused exclusively on devising a comprehensive SEM campaign relating to the subject of the book. The Granular Solutions brand of thoughtful analysis provided a low cost, high yield list of related key terms, which were bid on at both Google and Yahoo!

Result

Two days after beginning the campaign, sales of the book had climbed steadily upward. At the end of the second day it had rebounded to a position of # 105 on the Barnes & Noble Sales Ranking. While this campaign, based exclusively on SEM, was very effective, for optimal results Granular Solutions recommends a combination of SEO and SEM where possible.