

## Stan C. Smith - Paid Promotions and Results for Profusion Release – September 2017

### **On 8-11-2017 I had a BKnight (for a freebie) for Diffusion (\$16).**

On 8-11-2017: 2 Infusion (\$3.99), 207 Diffusion (free).

On 8-12-2017: 44 Diffusion (free).

By the next day it was back to normal level (6 downloads on 8-13-2017)

### **On 8-28-2017 I sent the first of three welcome emails to new group of 4,400 subscribers (from the Ultimate Paperback Giveaway), and their first bonus was a link to free Diffusion on Amazon.**

On 8-28-2017: 201 Diffusion (free)

On 8-29-2017: 125 Diffusion (free)

On 8-30-2017: 68 Diffusion (free)

On 8-31-2017: 32 Diffusion (free)

### **On 9-1-2017 – RELEASE DAY – I had a BKnight promo for Profusion (at 99¢), as well as my blast to my newsletter (so not sure how many can be attributed to each). (\$16)**

On 9-1-2017: 75 Profusion (99¢), 8 Infusion (\$3.99), 72 Diffusion (free).

On 9-2-2017: 8 Profusion (99¢), 1 Savage (\$2.99), 32 Diffusion (free).

On 9-3-2017: 5 Profusion (99¢), 1 Infusion (\$3.99), 1 Savage (\$2.99), 21 Diffusion (free).

### **On 9-4-2017 I had a BKnight promo for Profusion (99¢) – (\$16)**

On 9-4-2017: 5 Profusion (99¢), 6 Infusion (\$3.99), 13 Diffusion (free). *7 were sold the day before, so this had minimal impact.*

### **On 9-5-2017 I had a Bargain Booksy promo for Profusion (\$35)**

On 9-5-2017: 10 Profusion (99¢), 3 Infusion (\$3.99), 13 Diffusion (free).

On 9-6-2017: 14 Profusion (99¢), 5 Infusion (\$3.99), 2 Savage (\$2.99), 1 Blue Arrow (99¢), 1 Blue Arrow (99¢), 16 Diffusion (free). *I also sent out the first “mop-up” email on this day.*

On 9-7-2017: 5 Profusion (99¢), 2 Infusion (\$3.99), 11 Diffusion (free). *Maybe a continued delayed effect? (or from the “mop-up” email).*

### **On 9-8-2017 I had a Genre Crave promo for Profusion (99¢). – (\$25)**

On 9-8-2017: 2 Profusion (99¢), 9 Diffusion (free). *Almost no impact at all! I think this site is mostly romance-related. I will not use it again.*

On 9-9-2017: 2 Profusion (99¢), 1 Infusion (\$3.99), 9 Diffusion (free).

### **On 9-10-2017 I had BookDoggy promo (Diffusion, free on Amazon). – (\$8)**

On 9-10-2017: 251 Diffusion (free), 1 Infusion (\$3.99), 4 Profusion (99¢). *Great results!*

On 9-11-2017: 140 Diffusion (free), 4 Profusion (99¢), 1 Savage (\$2.99), 1 Blue Arrow (99¢).

On 9-12-2017: 64 Diffusion (free).

**On 9-12-2017 I had an Awesome Gang promo for Profusion (99¢). – (\$10)**

On 9-12-2017: 27 Profusion (99¢), 6 Infusion (\$3.99), 1 Savage (\$2.99), 64 Diffusion (free).

*\*\*But I had a newsletter that went out today, which explains at least part of this.*

On 9-13-2017: 14 Profusion (99¢), 4 Infusion (\$3.99), 83 Diffusion (free)

**On 9-14-2017 I had a BookDoggy promo of Profusion (99¢). – (\$10)**

On 9-14-2017: 7 Profusion (99¢), 1 Infusion (\$3.99), 17 Diffusion (free). *Not too good (could even be leftover results from 9-12 promo).*

On 9-15-2017: 2 Profusion sold (99¢).

**On 9-26-2017 I had a Booksends/Ereader IQ promo for Profusion (99¢). – (\$35)**

On 9-26-2017: 23 Profusion (99¢), 8 Infusion (\$3.99), 1 Savage (\$2.99), 1 Blue Arrow (99¢), 45 Diffusions (free).

On 9-27-2017: 5 Profusion (99¢), 1 Infusion (\$3.99), 10 Diffusion (free).

**On 9-28-2017 I had a ManyBooks Promo for Diffusion (Free on Amazon) – (\$24)**

On 9-28-2017: 333 Diffusion (free), 2 Infusion (\$3.99), 6 Profusion (99¢).

On 9-29-2017: 69 Diffusion (free), 7 Profusion (99¢), 1 Infusion (\$3.99), 1 Blue Arrow (99¢).

**On 9-30-2017 I had an Ereader News Today promo for Profusion (Sci-Fi category) (99¢) – (\$35)**

On 9-30-2017: 30 Profusion (99¢), 8 Infusion (\$3.99), 1 Savage (\$2.99), 59 Diffusion (free).

But... I sent out a newsletter the night before, and some (or even many) of these came from that.

**On 10-1-2017 I had a Fussy Librarian promo for Profusion (99¢), in Scifi and Thriller. – (\$27)**

On 10-1-2017: 10 Profusion (99¢), 3 Infusion (\$3.99), 31 Diffusion (free).

On 10-2-2017: See below...

**On 10-3-2017 I had a Book Barbarian promo for Diffusion (free an Amazon) – (\$55)**

On 10-2-2017: 170 Diffusion (free), 5 Profusion (99¢).

*\*\*This spike on the 2<sup>nd</sup> was due to the Book Barbarian email going out to the UK a day early (time zone)*

On 10-3-2017: 646 Diffusion (free), 4 Infusion (\$3.99), 9 Profusion (99¢).

On 10-4-2017: 260 Diffusion, 1 Infusion (\$3.99), 1 Profusion (99¢).

**On 10-7-2017 I have a BookBotBob promo for Diffusion (free on Amazon) – (\$10)**

*\*\*I didn't actually get the Messenger bot message until 2:33pm on 10-8-2017 (I may have put it in my calendar wrong). By 2:50pm there were already 134 Diffusion downloads. By 3:15pm there were 170.*

On 10-8-2017: 305 Diffusion (free), 1 Infusion (\$3.99).

On 10-9-2017:

**On 11-13-2017 I have a Buck Books for Profusion (99¢) – (\$9)**