

Sales by Marketing Campaign

Type	Outlet/Media	Total Audience	% in Target Group	Total Target Group	% Buying	Total Sales Copies
Blog Tour	(list blogs)	15,000	50%	7,500	2.5%	187.5
Reviews	(list pubs)	250,000	5%	12,500	1.0%	125
Op Eds	(list pubs)	150,000	5%	7,500	2.0%	150
Excerpt Sales	Niche Mag	50,000	50%	25,000	5.0%	1250
		0	0%	0	0.0%	0
		0	0%	0	0.0%	0
		0	0%	0	0.0%	0
Total		465,000		52,500		1,713

Cost Effectiveness of Marketing Campaigns

Type	Cost	Sales Units	Sales \$	Other Costs	Net Margins
Blog Tour	75	187.5	1875	1500	375
Reviews	75	125	1250	1000	250
Op Eds	15	150	1500	1200	300
Excerpt Sales	-150	1250	12500	10000	2500
Total	15	1712.5	17125	13700	3425