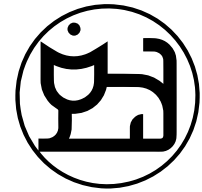


CASE STUDY: **C.T. MERRITT**

Turning Author Visibility Into Sales Through
Website + Live Showcase Activations



Cynthia Merritt

ONE-SENTENCE SUMMARY

Creative Solutions supported C.T. Merritt's book marketing with a conversion-focused author platform and showcase-driven activations, increasing ROI efficiency across campaigns and delivering executed, attributable sales from the December 12 showcase.



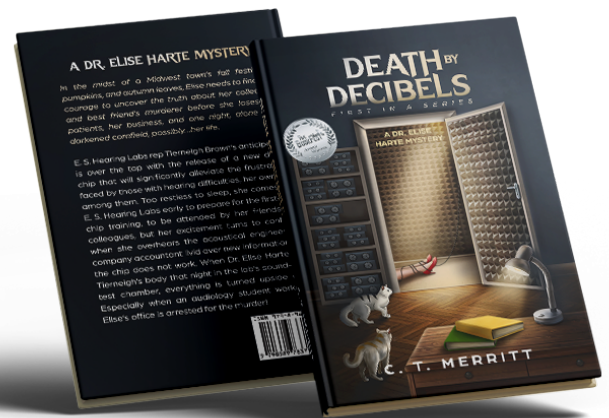
INTRODUCTION

C.T. Merritt (Cynthia Merritt) is a Doctor of Audiology and author of **Death by Decibels**, the first book in the **Dr. Elise Harte Mystery** series. As with most authors, the challenge isn't only writing a great book—it's building the infrastructure and exposure required to convert interest into purchases.

Creative Solutions partnered to support a real-world marketing engine: improving the author's digital presence (the website as the "home base" for credibility and conversion) and running showcase-based activations to generate measurable sales. The result was a clear upward trend in ROI efficiency as the campaigns scaled, culminating in a strong executed outcome from the **December 12 live showcase** (not a projection).

THE STORY OF C.T. MERRITT

C.T. Merritt's brand is built around a credible professional background and a strong narrative hook: **"When helping patients turns deadly..."**—a mystery story anchored in audiology and small-town suspense. The site highlights the author's credentials, the series positioning ("First in a series"), and direct purchase calls-to-action—all critical elements for conversion.



THE CHALLENGE OF CONVERTING ATTENTION INTO PURCHASES

Before scaling, the biggest risk for authors is spending on “visibility” that doesn’t convert. The core challenge was to ensure that every marketing push had:

- 01 A clear conversion path (where to buy, why this book, why now).
- 02 A credibility foundation (author bio + book positioning + social proof) .
- 03 A measurable framework to connect investment → attributable sales .

CREATIVE SOLUTIONSS INTERVENTION

HOW WE FIXED THE PROBLEM

We treated marketing like a system: **Visibility** > **Credibility** > **Conversion**

1) CONVERSION-FIRST WEBSITE FOUNDATION

We optimized the author platform to function as a sales hub: author bio, book positioning, purchase CTA, and direct product flow.

2) SHOWCASE-BASED SALES ACTIVATIONS

We leveraged real-world showcases to drive accelerated buying windows and track attributable returns from each activation cycle (especially the December 12 display).

3) MEASUREMENT & ROI DISCIPLINE

We tracked returns against investment across each phase to validate scalability and improve efficiency—not just generate likes.

GROWTH TIMELINE & VERIFIED PROGRESS


- **Author Platform Established:** C.T. Merritt's site positions the book as Death by Decibels (Dr. Elise Harte Mystery, first in series) with author credentials and purchase CTAs.
- **Phase 1 Activation:** Initial spend proves viability (conversion begins).
- **Phase 2 Activation:** Increased spend improves return efficiency.
- **December 12 Showcase:** Strong executed performance and the highest ROI to date (details below).
- **Ongoing:** Continued scaling strategy tied to events and conversion-focused assets.

Reference Links (Client Proof):


- 🌐 **Website:** www.ctmerritt.co
- 🌐 **Website:Website:** ctmerritt.co/product/death-by-decibels
- 🌐 **About the Author:** ctmerritt.co/product/death-by-decibels
- 🌐 **Contact:** ctmerritt.co/contact

RESULTS & IMPACT

INVESTMENT VS RETURN (EXECUTED OUTCOMES)



| RETURN (USD) | INVESTMENT (USD) | ROI |
|--------------|------------------|--------|
| \$1,000 | \$3,500 | 28.57% |
| \$2,500 | \$6,500 | 38.46% |
| \$3,500 | \$8,000 | 43.75% |

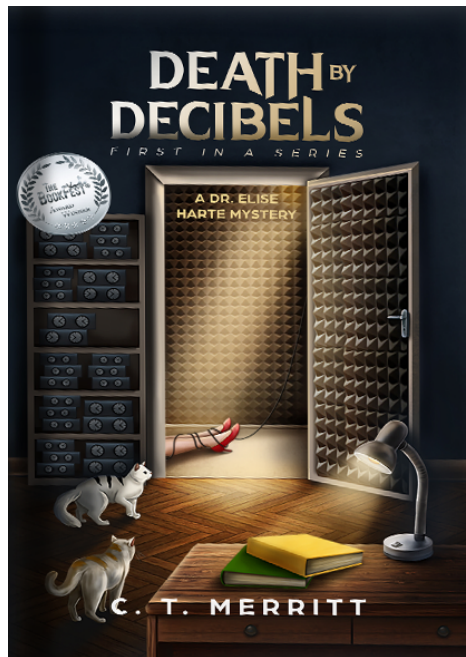


Why this matters:

- ROI **increased with spend** (28.57% → 38.46% → 43.75%), proving the strategy scales efficiently.
- The **December 12 showcase** is especially important because it's executed performance: \$8,000 investment generated \$3,500 attributable sales at **43.75% ROI**.
- With the **\$2,500 payout** from the prior phase plus the **\$3,500** from the December 12 showcase, the client is positioned to recover **\$6,000** tied to the second-phase cycle—while maintaining momentum for the next scale step.

WHY THIS CASE STUDY MATTERS

This case study shows what “real marketing” looks like for books: it isn’t only posting content and hoping it sells. It’s building credibility infrastructure (website + positioning), then using predictable activations (events/showcases) to convert attention into measurable sales—with ROI improving as the engine scales.



CALL TO ACTION

Creative Solutions partners with growing brands over the long term to build digital systems that scale across websites, mobile applications, and customer engagement platforms. If you’re preparing your business for expansion and want a digital partner who grows with you, we’d love to help.

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