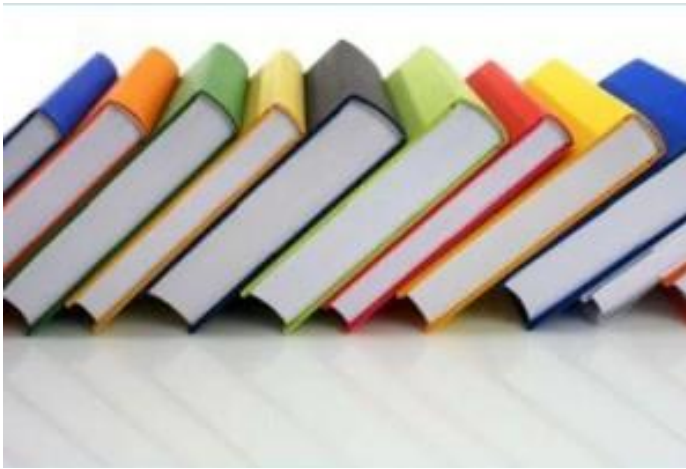


The Pivot: What to Do When Your Book Launch Isn't Working



The nightmare scenario: the book is out, the ads are running, the emails are sent... and the sales are flat. Silence. For many authors, this is a moment of panic. However, experienced **book publicists** know that a slow start is not a death sentence. It is a data point. The "Pivot" is the art of diagnosing what isn't working and changing course in real-time. Marketing is iterative. A campaign that fails in Week 1 can be rescued in Week 2 with the right adjustments. The key is to remain objective, analyse the feedback, and act decisive.

The first step is diagnosis. Is the problem traffic or conversion? If people aren't clicking the ads, the problem is the "hook" (the cover or the headline). If people are clicking but not buying, the problem is the "sales page" (the blurb, the price, or the reviews). Splitting these metrics allows for targeted fixes. You don't need to scrap everything. You might just need to change the ad image or rewrite the first sentence of the description. Small tweaks can unlock the floodgates.

Changing the Angle

Sometimes, the book is being pitched to the wrong audience. A book marketed as a "Thriller" might actually resonate more as a "Domestic Drama." If the initial reviews mention the emotional depth rather than the pacing, pivot the marketing to match. Change the keywords. Target a different set of comp authors in your ads. Following the audience's lead—rather than sticking to the original plan—can save a campaign. It aligns the promise with the actual experience.

Price Pulse and Promo Stacking

If sales are stalled, a price drop can jumpstart the engine. Lowering the ebook to \$0.99 for a limited time and stacking paid newsletter promotions (like Fussy Librarian or Bargain Booksy) creates a surge of volume. This wakes up the retailer algorithms. Once the book starts moving and charting, organic visibility kicks in. The price can then be raised again. This "shock to the system" is often necessary to break out of the doldrums of invisibility.

Leveraging a New News Hook

If the media pitches aren't landing, find a new hook. Look at the news cycle. Is there a current event that ties into the book's themes? Pivoting from a "book review" pitch to an "expert commentary" pitch can open new doors. Instead of selling the book, sell the author's expertise on a trending topic. This earned media drives awareness that eventually trickles down to book sales.

Rallying the Base

When things are slow, go back to the core. Ask the street team for help. Be honest: "We need a little push to hit the charts." Fans want to help. Asking them to share a specific post or leave a review can generate a second wave of activity. Authentic vulnerability often garners more support than polished perfection.

Conclusion

A marketing plan is a map, not a contract. The ability to pivot—to read the terrain and change direction—is the hallmark of a resilient and successful author. A slow launch is just the first draft of your success story.

Call to Action

If your current strategy isn't delivering results and you need a team that can diagnose and pivot quickly, contact our crisis management specialists.

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