CASE STUDY

THE FUSSY LIBRARIAN

How Resolving Multisystem Chaos Led to Scalable Growth

About The Fussy Librarian

The Fussy Librarian is an ebook marketing/advertising company that connects authors and readers. Authors can pay to promote their ebooks in the company's daily newsletter, which readers sign up for to receive free ebook recommendations based on their genre and content preferences. The newsletter that readers receive contains direct links to discounted or free copies of the authors' ebooks.

The Fussy Librarian Mission Statement

Matching authors with avid readers who then become lifelong fans is our mission.

At The Fussy Librarian, we love to see authors grow their audience, make sales, and gain reviews by getting their books in the hands of readers who enjoy and appreciate their work the most.

What Problem They Were Experiencing

When The Fussy Librarian first approached Viral Solutions in May 2018, they were suffering from multisystem chaos. Working out of several systems and platforms meant they were putting in a lot of manual labor, which caused their costs to go up right along-side their growth. As a result, the two-person team became over-whelmed by the workload and scalable growth was not possible.

Additionally, their website was difficult to manage and edit. They were also utilizing Infusionsoft order forms as their customer-facing ecommerce platform, which delivered a poor user experience.

3X annual revenue

20,250 contacts added to the author database

78% increase in site users and sessions

10% increase in average site session duration

Look at the **Results**

May 2018 – June 2021

What Strategy We Developed to Solve the Problem

Viral Solutions started by examining the company's processes to understand their system and identify the greatest inefficiencies.

We then mapped out an improved process, researching the best tools that were within their budget and could be integrated with their existing tools.

What Areas Experienced Growth

The Fussy Librarian was able to improve the user experience for authors booking promotions, increase their list size, and experience revenue growth—all while keeping their labor costs low and their team small.

A Look at the Results

May 2018 – June 2021

- **3X annual revenue**
- **20,250 contacts added to the author database**
- **78% increase in site users and sessions**
- **10% increase in average site session duration**
- **17% decrease in site bounce rate**

What The Fussy Librarian Has to Say...

"Over the years, Viral Solutions has identified the obstacles preventing us from breaking through to the next level and implemented solutions in a timely and cost-effective manner. Our revenue has tripled since we hired Viral Solutions and we're now positioned as one of the leading companies in our industry."

– Jeffrey Bruner, Founder of The Fussy Librarian
https://www.thefussylibrarian.com/

How We Executed the Strategy

1

We built a separate WordPress website just for authors and moved the customer-facing ecommerce piece from Infusionsoft to WooCommerce.

2

We revamped their Infusionsoft platform to manage and document the customer journey, as well as automate email marketing campaigns.

3

Along with performing a retroactive database cleanup, we implemented custom fields and tagging protocols. This was done to keep the CRM organized, help The Fussy Librarian's team locate crucial information more efficiently, and allow them to use Infusionsoft reporting features with greater confidence about the accuracy of the data.

4

We also implemented Wicked Reports to provide 360 data reports to determine which tactics were working the best to better allocate marketing and advertising dollars for maximum ROI.