



Latin American publisher Grupo Editorial Norma drives global traffic to its website and increases sales without marketing investment

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Ricardo Hoyos Mejía
Head, Internet Technology,
Grupo Editorial Norma



ABOUT GOOGLE BOOK SEARCH

Google Book Search enables authors and publishers to promote their books on Google. Google scans the full text of a partner’s titles so that Google users can see books that match the topics they are searching on. When users click on a book search result, they’re taken to a Google-hosted web page displaying a scanned image of the relevant page from the book. Each page also contains multiple “Buy this Book” links, which enable users to purchase the book from online retailers. Users may also see contextually targeted Google AdWords ads on these pages. Partners receive a share of the revenue generated from ads appearing on their content.

Founded in 1960 in Columbia, Grupo Editorial Norma is one of the largest publishers in Latin America. With offices in three Latin American countries and a presence both in Spain and the Spanish-speaking market in the U.S., the company has an extensive catalog that includes textbooks, professional publications, reference books and general-interest titles.

Challenge

Grupo Editorial Norma has always been eager to spot new opportunities, and the internet has become one of its primary points of focus. In the year 2000, the company took on the challenge of becoming the premier bookseller in Latin America and launched its popular online bookstore at www.norma.com.

Today its site is one of the most visited websites among Spanish-language publishers, and Grupo Editorial Norma is working to build on that success by exploring strategies to increase online sales.

Solution

In October of 2004, Grupo Editorial Norma heard about Google Book Search and began investigating the Partner Program.

“In the beginning of 2005, we called a meeting with our directors to talk about how best to take advantage of the opportunity Google offers – helping people search and discover our books without putting our content at risk,” explains Ricardo Hoyos Mejía, head of Internet Technology at Grupo Editorial Norma.

Since joining the program, the company has been “highly satisfied” with the results. “So far we’ve submitted 1,000 books in the program, and in four months we’ve had more than four million page visits and 31,000 clicks on our book purchase links. This has definitely meant a significant increase in book sales – remarkable, particularly taking into account that we’ve made no investment whatsoever in marketing,” explains Mejía.

In addition to seeing an increase in sales, Grupo Editorial Norma has observed that books that typically suffer a decline in sales as part of the launch cycle have maintained more consistent sales figures.

The company is also taking advantage of reports from Google to improve its technological infrastructure. Using the reports that Book Search offers in conjunction with Google Analytics, Grupo Editorial Norma is able to track how clicks on their books in Google Book Search turn into sales through www.norma.com.