

## Pop Swagz Increased Sales with the Ad Factory & Content Marketing

### About Pop Swagz

Pop Swagz is a successful online subscription box that provides its customers with a variety of quality pop-culture trinkets, toys and apparel.

While the contents of a typical box are valued at \$65 or more, a monthly subscription only costs \$22.

As subscription boxes became a more competitive space, Pop Swagz sought to amplify its online visibility. It reached out to Ad Factory.

**"Ad Factory has been one of the most effective ways of bringing first-time visitors to the site compared to any other medium we've tried. Ad Factory has been invaluable to our growth and continued success!"**

**Emily Nakano**  
VP of E-Commerce, Pop Swagz

### Growth & Impact



**Over 98 million**  
impressions  
in 3 months



**130% increase**  
in traffic in  
April alone



**18% growth**  
in email  
subscriptions

## Pop Swagz Increased Sales with the Ad Factory & Content Marketing

### Story Draws in Undiscovered Customers

#### A Unique Digital Storytelling Strategy

Pop Swagz chose to weave traditional storytelling techniques into their content and even went so far as to create "chapters" as a way to reach their audience and offer products for consideration. Each chapter appealed to a highly-specified target audience, and suggested there were many parts to the overall story that was Pop Swagz.

These stories were crafted to match the brand's existing voice, and serve as the essence behind Pop Swagz' content marketing strategy to engage potential customers.

#### Results that Speak Volumes

With a single campaign, Pop Swagz saw the following results:

- 98 million impressions
- 130% increase in organic social media traffic
- 18% growth in email subscriptions
- 27% increase to quarterly revenue

**"Before Ad Factory, getting people on our website as a first-time visitor who would actually engage was a head-scratching challenge."**

**Emily Nakano, VP of E-Commerce, Pop Swagz**

# Study Guide For Use With Marketing 6ed

**Patrick Vollmar**



**Study Guide For Use With Marketing 6ed:**

## The Enigmatic Realm of **Study Guide For Use With Marketing 6ed**: Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing lacking extraordinary. Within the captivating pages of **Study Guide For Use With Marketing 6ed** a literary masterpiece penned by a renowned author, readers attempt a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting effect on the hearts and minds of those that partake in its reading experience.

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### **Table of Contents Study Guide For Use With Marketing 6ed**

1. Understanding the eBook Study Guide For Use With Marketing 6ed
  - The Rise of Digital Reading Study Guide For Use With Marketing 6ed
  - Advantages of eBooks Over Traditional Books
2. Identifying Study Guide For Use With Marketing 6ed
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Study Guide For Use With Marketing 6ed
  - User-Friendly Interface
4. Exploring eBook Recommendations from Study Guide For Use With Marketing 6ed
  - Personalized Recommendations
  - Study Guide For Use With Marketing 6ed User Reviews and Ratings

- Study Guide For Use With Marketing 6ed and Bestseller Lists
- 5. Accessing Study Guide For Use With Marketing 6ed Free and Paid eBooks
  - Study Guide For Use With Marketing 6ed Public Domain eBooks
  - Study Guide For Use With Marketing 6ed eBook Subscription Services
  - Study Guide For Use With Marketing 6ed Budget-Friendly Options
- 6. Navigating Study Guide For Use With Marketing 6ed eBook Formats
  - ePub, PDF, MOBI, and More
  - Study Guide For Use With Marketing 6ed Compatibility with Devices
  - Study Guide For Use With Marketing 6ed Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Study Guide For Use With Marketing 6ed
  - Highlighting and Note-Taking Study Guide For Use With Marketing 6ed
  - Interactive Elements Study Guide For Use With Marketing 6ed
- 8. Staying Engaged with Study Guide For Use With Marketing 6ed
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Study Guide For Use With Marketing 6ed
- 9. Balancing eBooks and Physical Books Study Guide For Use With Marketing 6ed
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Study Guide For Use With Marketing 6ed
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Study Guide For Use With Marketing 6ed
  - Setting Reading Goals Study Guide For Use With Marketing 6ed
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Study Guide For Use With Marketing 6ed
  - Fact-Checking eBook Content of Study Guide For Use With Marketing 6ed
  - Distinguishing Credible Sources

13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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