

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

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Table of Contents Marketing Case Study Examples For Remote Workers Step By Step Guide To

1. Understanding the eBook Marketing Case Study Examples For Remote Workers Step By Step Guide To
 - The Rise of Digital Reading Marketing Case Study Examples For Remote Workers Step By Step Guide To
 - Advantages of eBooks Over Traditional Books
2. Identifying Marketing Case Study Examples For Remote Workers Step By Step Guide To
 - 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 Marketing Case Study Examples For Remote Workers Step By Step Guide To
 - User-Friendly Interface
4. Exploring eBook Recommendations from Marketing Case Study Examples For Remote Workers Step By Step Guide To
 - Personalized Recommendations
 - Marketing Case Study Examples For Remote Workers Step By Step Guide To User Reviews and Ratings
 - Marketing Case Study Examples For Remote Workers Step By Step Guide To and Bestseller Lists
5. Accessing Marketing Case Study Examples For Remote Workers Step By Step Guide To Free and Paid eBooks
 - Marketing Case Study Examples For Remote Workers Step By Step Guide To Public Domain eBooks
 - Marketing Case Study Examples For Remote Workers Step By Step Guide To eBook Subscription Services

- Marketing Case Study Examples For Remote Workers Step By Step Guide To Budget-Friendly Options
- 6. Navigating Marketing Case Study Examples For Remote Workers Step By Step Guide To eBook Formats
 - ePub, PDF, MOBI, and More
 - Marketing Case Study Examples For Remote Workers Step By Step Guide To Compatibility with Devices
 - Marketing Case Study Examples For Remote Workers Step By Step Guide To Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Marketing Case Study Examples For Remote Workers Step By Step Guide To
 - Highlighting and Note-Taking Marketing Case Study Examples For Remote Workers Step By Step Guide To
 - Interactive Elements Marketing Case Study Examples For Remote Workers Step By Step Guide To
- 8. Staying Engaged with Marketing Case Study Examples For Remote Workers Step By Step Guide To
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Marketing Case Study Examples For Remote Workers Step By Step Guide To
- 9. Balancing eBooks and Physical Books Marketing Case Study Examples For Remote Workers Step By Step Guide To
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Marketing Case Study Examples For Remote Workers Step By Step Guide To
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Marketing Case Study Examples For Remote Workers Step By Step Guide To
 - Setting Reading Goals Marketing Case Study Examples For Remote Workers Step By Step Guide To
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Marketing Case Study Examples For Remote Workers Step By Step Guide To
 - Fact-Checking eBook Content of Marketing Case Study Examples For Remote Workers Step By Step Guide To
 - 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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