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 geeky pop culture trinkets, toys and apparel.

While the contents of a typical box are valued at $65 or more, a monthly subscription only costs $20.

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 Nakane
VP of E-Commerce, Pop Swagz

Growth & Impact

Over 98 million
impressions
in 2 months

130% increase
in traffic in
April alone

18% growth
in email
subscriptions

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 this 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 Nakane, VP of E-Commerce, Pop Swagz

Creation Case Study Examples Without Paid Ads Without Experience AI

David Kirk

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   The $5K AI Blueprint Kyle Patterson, Discover How Complete Beginners Are Earning 5 000 15 000 Monthly Using Free AI Tools Without Tech Skills Coding Experience or Startup Capital 1 New Release in AI Business Making Money Online Are you tired of living paycheck to paycheck Want to make money with AI but don t know where to start This comprehensive guide shows you exactly how to earn money with ChatGPT Claude and free AI tools even if you ve never run a business before What if you could replace your income in just 90 days While most people struggle with vague AI tutorials this book provides 30 proven step by step income strategies that real people are using right now to build profitable AI side hustles and full time businesses No fluff No theory Just practical systems that generate real income WHAT YOU LL DISCOVER INSIDE 30 Proven AI Income Streams Complete roadmap for each including exact income potential 200 15 000 month ChatGPT Money Making Strategies Learn how to make money using ChatGPT for content writing social media management and consulting Chapters 3 8 AI Freelancing Blueprint Build a thriving freelance business offering AI services clients desperately need Chapters 9 15 Passive Income with AI Create digital products stock photography and automated services that earn while you sleep Chapters 16 22 AI Side Hustle to 5K Month Week by week action plan taking you from 0 to 5 000 monthly in 90 days Chapter 38 Scale to 10K Monthly Advanced strategies for agencies multiple income streams and productized services Chapters 29 30 100 Copy Paste Prompts Ready to use AI prompts for content creation client outreach and business growth Appendix A Complete Client Acquisition System Email templates LinkedIn scripts and proven methods to land high paying clients Chapter 31 Appendix C WHY THIS BOOK IS DIFFERENT Most make money online books teach outdated strategies or require massive upfront investment This book is built on 2026 AI tools and strategies that are working RIGHT NOW for complete beginners Real Results from Real People Anne 0 to 4 200 month in 3 months social media management Mike 47 000 first year AI consulting for law firms Jennifer 2 800 month passive income digital products David 8 500 month SEO agency with AI Plus 8 more detailed case studies with actual numbers Everything is included Service package templates with exact pricing Client contracts and proposals attorney reviewed Cold email templates that get 8 12% response rates Financial worksheets and pricing calculators Complete tools directory with 2026 pricing PERFECT FOR Remote work seekers wanting location independence Work from home parents needing flexible income Stay at home parents building income around family schedules 9 to 5 employees ready to escape the grind Freelancers wanting to 10x their productivity and income Retirees seeking meaningful supplementary income Anyone wanting to start a business with minimal investment NO prior experience needed NO technical skills required NO coding knowledge necessary WHAT YOU GET 38 Comprehensive Chapters covering every aspect of building AI income 12 Detailed Success Stories with real numbers and timelines 5 Bonus Appendices with templates scripts and tools Service Packages priced 800 5 000 month you can offer immediately 90 Day Action Plan with daily tasks and weekly milestones Complete Tools Guide best free and paid AI tools for

2026 Client Onboarding System that ensures 5 star reviews PLUS Exclusive Access To Private AI Income Community 2 500 active members Quarterly AI Income Reports with latest strategies Updated resource library with new templates monthly Weekly implementation challenges and accountability WHAT READERS ARE SAYING I landed my first 1 200 month client within 3 weeks using Chapter 31 s outreach templates This book paid for itself 100x over Verified Purchase Finally a make money with AI book that isn t just hype The step by step approach actually works Hit 3 800 month in my second month Verified Purchase I m 62 and barely know how to use a computer If I can build a 2 100 month AI business anyone can The prompts and templates make it so easy Verified Purchase TIME SENSITIVE BONUS Readers who purchase today get FREE access to Updated 2026 AI Tools Masterlist 47 value Client Contract Template Pack 97 value Cold Outreach Email Swipe File 37 value 90 Day Income Tracker Spreadsheet 27 value Total Bonus Value 208 Yours FREE with purchase THE AI REVOLUTION IS HAPPENING NOW The global AI market is projected to reach 2 5 trillion by end of 2026 Businesses desperately need AI services but lack internal expertise This creates massive opportunity for anyone willing to learn practical AI skills You can either Watch others build financial freedom while you stay stuck Take action now and be among the first to capitalize on this opportunity Every day you wait competitors are capturing clients and building income you could be earning YOUR 90 DAY GUARANTEE Follow the roadmap for 90 days If you haven t made meaningful progress toward your first 1 000 monthly the strategies don t work for your situation But based on our community data 73% of people who follow the plan consistently for 90 days reach 2 000 monthly revenue The question isn t whether this works The question is whether you ll actually do the work ABOUT THE AUTHOR Kyle Patterson is an AI implementation specialist who has helped over 3 000 individuals build profitable businesses using AI tools After building his own 180 000 year consulting practice working 30 hours weekly Kyle documented the complete system in this book His students have generated over 12 million in combined revenue using these exact strategies Featured in Entrepreneur Forbes TechCrunch DON T WAIT START BUILDING YOUR AI INCOME TODAY Scroll up and click Buy Now to start your 90 day journey to 5 000 monthly income The tools are ready The demand is real The strategies are proven The only missing piece is your decision to begin *The Anonymous Advantage: Why Faceless Brands Are the Future of Business* Pankaj Singh,2025-03-13 The Future of Business is Faceless Who says success requires a personal brand The world s biggest companies thrive without a face built on systems automation and strategy not personality In The Anonymous Advantage discover how faceless brands are reshaping business and why stepping out of the spotlight might be the smartest move you make How AI automation and Web3 are redefining branding Why consumers trust faceless brands more than personality driven businesses Step by step strategies to build market and scale a brand without personal exposure Real world case studies of businesses thriving without a founder s identity This book is your blueprint for creating a brand that stands on its own powerful profitable and built to last Business Innovation with New ICT in the Asia-Pacific: Case Studies Michitaka Kosaka,Jie Wu,Ke Xing,Shiyong Zhang,2020-09-09 This book clarifies the

direction of business innovation using new ICT such as the Internet of things IoT artificial intelligence AI smartphones and cloud computing through a series of case studies on successful trials and advanced businesses in the Asia Pacific where many industry sectors have been growing successfully in the 21st century ICT has been playing an important role in value creation for customers and in profit generation for providers contributing to various service innovation and business innovation Now digitalization using IoT and AI provides solutions to address various issues in the human society which is transforming services and businesses in the 21st century What is the direction of the business innovation using new ICT is a highly concerned question for business researchers and practitioners Aiming to answer the question this book conducts a number of cases studies in the Asia Pacific region including the Mainland China Taiwan Japan Malaysia Vietnam as well as Australia Among the studies there are 4 cases from ICT providers 4 cases from traditional and services and 6 cases from new ICT applications and businesses Each case analyzes social needs and human desires new value created roles of new technologies processes and difficulties in developing new businesses the relationship among customers providers and stakeholders value chain co creation and optimization factors of success and business models Finally the direction of business innovation with new ICT in the Asia Pacific is suggested by summarizing the findings from the case studies through the lens of the theoretical analysis in service science *Tourism and ICTs: Advances in Data Science, Artificial Intelligence and Sustainability* Antonio J. Guevara Plaza,Alfonso Cerezo Medina,Enrique Navarro Jurado,2024-06-24 This open access book presents the best research papers from the XIV International Congress on Tourism and Information and Communications Technologies TURITEC2023 held in M laga Spain from 19 to 20 October 2023 The book explores the profound impact of COVID 19 on the tourism industry and the increasing importance of digitalization and Information and Communication Technologies ICTs as key drivers for the industry s recovery alongside sustainability This curated collection of research papers offers conceptualizations methodologies analyses and empirical case studies that illuminate the path to a resilient and sustainable future for tourism **Original Brand Manufacturing Business Model** Young Won Park,Geon-Cheol Shin,Kyung-Soo Lee,2025-09-01 This book aims to examine the transition of firms from original equipment manufacturing OEM and original design manufacturing ODM to original brand manufacturing OBM focusing on how businesses can evolve to capture greater value in global markets It highlights the importance of digital technologies like IoT big data and AI in reshaping traditional business models driving innovation and enabling firms to move from cost efficient manufacturing to building consumer centric brands The book provides insights into the challenges of this transformation including structural barriers market competition and the need for significant investments in resources innovation and leadership The book is divided into four sections The first explores the historical evolution of OEM ODM and OBM business models and their transformation in the digital era The second outlines key strategies for transitioning to OBM covering global positioning R D marketing production and supply chain management It emphasizes the importance of design management branding and leveraging partnerships to

achieve long term competitiveness The third section delves into sustainability and the circular economy showcasing how OBM firms can integrate eco friendly practices into their operations to enhance value and address growing consumer demand for sustainability The final section provides an outlook on the future of OBM with strategic pathways and policy recommendations to foster OBM business models A deep case study in the cosmetics industry offers practical examples of successful transitions to OBM illustrating diverse approaches and best practices The book also introduces frameworks and tools for firms to assess and enhance their capabilities providing actionable strategies for business leaders and policymakers By addressing the complexities of moving up the value chain this book serves as a roadmap for firms aiming to establish themselves as global leaders in innovation branding and sustainability **Proceedings of the XVII International symposium Symorg 2020** Dušan Starčević,Sanja Marinković,2020-06-30 Ever since 1989 the Faculty of Organizational Sciences University of Belgrade has been the host of SymOrg an event that promotes scientific disciplines of organizing and managing a business Traditionally the Symposium has been an opportunity for its participants to share and exchange both academic and practical knowledge and experience in a pleasant and creative atmosphere This time however due the challenging situation regarding the COVID 19 pandemic we have decided that all the essential activities planned for the International Symposium SymOrg 2020 should be carried out online between the 7th and the 9th of September 2020 We are very pleased that the topic of SymOrg 2020 Business and Artificial Intelligence attracted researchers from different institutions both in Serbia and abroad Why is artificial intelligence a disruptive technology Simply because it significantly alters the way consumers industries or businesses operate According to the European Commission document titled Artificial Intelligence for Europe 2018 AI is a key disruptive technology that has just begun to reshape the world The Government of the Republic of Serbia has also recognized the importance of AI for the further development of its economy and society and has prepared an AI Development Strategy for the period between 2020 and 2025 The first step has already been made the Science Fund of the Republic of Serbia after a public call has selected and financed twelve AI projects This year more than 200 scholars and practitioners authored and co authored the 94 scientific and research papers that had been accepted for publication in the Proceedings All the contributions to the Proceedings are classified into the following 11 sections Information Systems and Technologies in the Era of Digital Transformation Smart Business Models and Processes Entrepreneurship Innovation and Sustainable Development Smart Environment for Marketing and Communications Digital Human Resource Management Smart E Business Quality 4 0 and International Standards Application of Artificial Intelligence in Project Management Digital and Lean Operations Management Transformation of Financial Services Methods and Applications of Data Science in Business and Society We are very grateful to our distinguished keynote speakers Prof Moshe Vardi Rice University USA Prof Bla Zupan University of Ljubljana Slovenia Prof Vladan Deved i University of Belgrade Serbia Milica uri Jovi i PhD Director Science Fund of the Republic of Serbia and Harri Ketamo PhD Founder Chairman of HeadAI ltd

<u>Mathematical and Control Applications in Agriculture and Horticulture</u> W. Day,Yasushi Hashimoto,2014-07-04 This title provides a general overview of recent developments and research into types of systems and their uses in the agricultural and horticultural industry 64 papers are included containing both theoretical models and applied examples for greenhouse systems harvesting technology and plant factory systems <u>Popular Mechanics</u> ,1930-12 Popular Mechanics inspires instructs and influences readers to help them master the modern world Whether it s practical DIY home improvement tips gadgets and digital technology information on the newest cars or the latest breakthroughs in science PM is the ultimate guide to our high tech lifestyle **InfoWorld** ,1987-08-17 InfoWorld is targeted to Senior IT professionals Content is segmented into Channels and Topic Centers InfoWorld also celebrates people companies and projects *Eleventh International Conference on Artificial Intelligence and Law* ,2007 *The Encyclopaedia Britannica: Ita to Lor* ,1911 **Youth's Companion** ,1879 *American Bee Journal* ,1881 Includes summarized reports of many bee keeper associations <u>Progressive Farmer</u> ,1911 **The Spectator** ,1923 **Advertising & Selling** ,1918 **Advertising Construction** Albert Garner Chaney,1912 <u>The Encyclopædia Britannica</u> Hugh Chisholm,1911 *Encyclopedia Britannica* Hugh Chisholm,1911 *The Encyclopedia Britannica* ,1911

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