

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 gently-used vintage 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

Case Study Examples Organically Without Experience Selling Digital

T. E. Marlin



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Digital Internationalisation of Firms Marzanna K. Witek-Hajduk, Magda Górska Grginović, Bartosz

Targański, 2025-06-16 Digital Internationalisation of Firms offers a comprehensive examination of the digital outward internationalisation of firms focusing on both Internet based and Internet enabled businesses including SMEs and large enterprises This monograph provides in depth analysis of the processes modes and strategies firms employ to expand internationally in the digital age It also addresses key challenges including legal aspects of cross border e commerce CBEC making it a vital resource for those navigating the complexities of global digital markets This book offers a multifaceted approach to digital internationalisation covering theoretical perspectives practical strategies and empirical evidence It provides valuable insights into e consumer behavior big data and sustainability challenges The inclusion of legal considerations such as consumer rights tax regulations and intellectual property protection distinguishes this work from other publications in the field Readers will gain a holistic understanding of the digital internationalisation process from strategy formulation to navigating legal hurdles and the book is ideal for academics researchers and advanced students in international business marketing and law It also serves as a valuable resource for business managers advisors and policymakers seeking to understand the intricacies of digital internationalisation and the legal frameworks that influence cross border e commerce

The Science of Behavioral Selling

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Master Meta Ads and Skyrocket Your

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cuts through the complexity of Meta Ads Manager providing a step by step blueprint tailored to the unique needs of digital entrepreneurs who thrive on niche audiences and compelling storytelling

- 1 Structure Build Your Bulletproof Campaign Foundation Blueprint Clarity Get a clear repeatable campaign framework simplifying the complexity from choosing objectives Lead Generation Conversions to designing multi stage funnels that flawlessly guide prospects from awareness to a high value sale Creative Library Learn to develop a high converting content library of videos Carousels and images with compelling copy like social proof and a testing cadence that ensures your message never loses impact
- 2 Strategy Drive Laser Focused Conversions Precision Targeting Mastery Master Meta s AI to pinpoint high intent buyers using Lookalike Audiences based on your best customers interest targeting e g Mindfulness for a yoga course and retargeting ensuring every pound spent counts Funnel Optimization Discover how to optimize funnels with irresistible lead magnets effective 5 7 email sequences and upsells to drastically maximize Average Order Value AOV and achieve 4x ROAS Return on Ad Spend or higher Cost Control Use smart bidding strategies like Lowest Cost and Cost Cap to control your costs and scale efficiently even if you re starting with just a 100 month budget
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[Leather Marketing Genius](#) Barrett

Williams, ChatGPT, 2025-10-08 Unlock the secrets to mastering the leather industry with [Leather Marketing Genius](#) a revolutionary guide designed for brands aspiring to stand out in a competitive market This comprehensive eBook takes you on a transformative journey through the rich history and dynamic current landscape of the leather world offering insights and strategies that will elevate your brand to new heights Discover how to carve out a unique identity with cutting edge techniques for positioning your leather products Learn to tell your brand s story in a way that captivates and resonates setting you apart in a saturated market As sustainability becomes more critical than ever [Leather Marketing Genius](#) provides a deep dive into tapping into the burgeoning demand for eco friendly leather goods identifying sub niches and connecting directly with the conscious consumer Craft a formidable marketing strategy that seamlessly blends traditional approaches with modern digital tactics Equip yourself with the knowledge to build an online presence that commands attention and

converts visitors into loyal customers Harness the undeniable power of social media engage audiences with compelling storytelling and create genuine connections with the influencers who can amplify your brand s message The eBook guides you to leverage e commerce optimize visual marketing and design impactful email campaigns It unveils the vital steps for forging successful retail partnerships maximizing trade show opportunities and effectively measuring your marketing strategies success Stay agile and innovative as you navigate market shifts embracing emerging technologies and trends that will ensure your brand s resilience in the decades to come Leather Marketing Genius is not just a book it s your blueprint for thriving in the leather industry equipping you with the tools you need to adapt innovate and succeed Transform your marketing strategy today and build a brand that s not only seen but remembered Your future in the leather market starts here

International Marketing in Practice Véronique Boulocher-Passet,2025-06-26 International Marketing in Practice features select case studies relating to businesses from various markets and countries facing the challenges and decisions involved when undertaking international marketing Across its four sections the book examines how companies can overcome the challenges of connecting with potential customers in a foreign country through strategic choices around which markets to enter identifying appropriate modes of entry successfully adapting their marketing mix for these markets and leveraging a country of origin strategy The book showcases 11 unique and international case studies grounded in the experiences of real companies of varying sizes operating in a range of industries Each case features a case synopsis learning objectives a concise narrative along with stimulating discussion questions for individual cases as well as each section These compact case studies will enable students to apply concepts to situations in other organizations thus strengthening their understanding and supporting learning This exciting new text is designed as recommended reading on undergraduate and postgraduate International Marketing and International Business courses For instructors who teach with the cases there are accompanying teaching notes available online

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Marketing for Tourism, Hospitality & Events Simon Hudson, Louise Hudson, 2023-12-04 This cutting edge and engaging student textbook now in a second edition provides essential coverage of marketing principles for Tourism Hospitality and Events with a strong focus on the increasing global and digital aspects of these industries The text has been updated to include all the latest industry developments practice and research including the lasting impacts of Covid 19 on consumer behaviour and in turn the tourism hospitality and events industries as well as the accelerated role of digitalization and use of new technologies such as artificial intelligence and the metaverse both of which are changing how people conceive of travel and experiences whilst blurring the boundaries between what is real and virtual Popular chapter features such as Lessons from a Marketing Guru featuring personal insights from real world practitioners and Digital Spotlights which highlight the ways in which technology has transformed tourism hospitality and events and Marketing in Action case studies continue to help bring the text to life through fun and relevant examples from a wide variety of organizations and regions across the globe This textbook is essential reading for any university or college course looking at marketing in relation to tourism hospitality and events Simon Hudson is a tourism and hospitality professor at the University of South Carolina Louise Hudson is a freelance travel journalist writing for a host of newspaper travel sections online tourism sites and her own blog

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you can use to establish your leadership stamp Simple success is the result of simplification and focus True be true to your passion Act nothing happens without action take the first step Map goals and visions are needed to get where you want to be People success doesn't happen alone Basing his conclusions on a wide range of research and resources Qualman provides an abundance of real world examples and tips to help you create a path to success while leading others to achieve their best

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Table of Contents Case Study Examples Organically Without Experience Selling Digital

1. Understanding the eBook Case Study Examples Organically Without Experience Selling Digital
 - The Rise of Digital Reading Case Study Examples Organically Without Experience Selling Digital
 - Advantages of eBooks Over Traditional Books
2. Identifying Case Study Examples Organically Without Experience Selling Digital
 - 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 Case Study Examples Organically Without Experience Selling Digital
 - User-Friendly Interface

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4. Exploring eBook Recommendations from Case Study Examples Organically Without Experience Selling Digital
 - Personalized Recommendations
 - Case Study Examples Organically Without Experience Selling Digital User Reviews and Ratings
 - Case Study Examples Organically Without Experience Selling Digital and Bestseller Lists
5. Accessing Case Study Examples Organically Without Experience Selling Digital Free and Paid eBooks
 - Case Study Examples Organically Without Experience Selling Digital Public Domain eBooks
 - Case Study Examples Organically Without Experience Selling Digital eBook Subscription Services
 - Case Study Examples Organically Without Experience Selling Digital Budget-Friendly Options
6. Navigating Case Study Examples Organically Without Experience Selling Digital eBook Formats
 - ePub, PDF, MOBI, and More
 - Case Study Examples Organically Without Experience Selling Digital Compatibility with Devices
 - Case Study Examples Organically Without Experience Selling Digital Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Case Study Examples Organically Without Experience Selling Digital
 - Highlighting and Note-Taking Case Study Examples Organically Without Experience Selling Digital
 - Interactive Elements Case Study Examples Organically Without Experience Selling Digital
8. Staying Engaged with Case Study Examples Organically Without Experience Selling Digital
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Case Study Examples Organically Without Experience Selling Digital
9. Balancing eBooks and Physical Books Case Study Examples Organically Without Experience Selling Digital
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Case Study Examples Organically Without Experience Selling Digital
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Case Study Examples Organically Without Experience Selling Digital
 - Setting Reading Goals Case Study Examples Organically Without Experience Selling Digital
 - Carving Out Dedicated Reading Time

12. Sourcing Reliable Information of Case Study Examples Organically Without Experience Selling Digital
 - Fact-Checking eBook Content of Case Study Examples Organically Without Experience Selling Digital
 - 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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