

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 For Remote Workers Affordable Way To Building Email

Huangqi Zhang



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New Employee Orientation Training Karen Lawson,2015-11-20 A well planned comprehensive orientation program benefits both organizations and employees Investing in new employees pays big dividends in performance retention and engagement But does your training program cover the essentials of making new hires feel informed prepared and supported Organization development authority and prominent trainer Karen Lawson has created comprehensive new employee orientation workshops to ensure organizational onboarding is done right for the benefit of all employees regardless of job level or function Her two day one day and half day agendas include the resources trainers need to deliver practical interactive sessions Your workshop will help ensure that new employees integrate smoothly and effectively into their organization and its mission You ll also find tools and checklists developed specifically for busy supervisors and managers who conduct orientation in their departments Free tools and customization options The free ready to use workshop materials PDF that accompany this book include downloadable presentation materials agendas handouts assessments and tools All workshop program materials including MS Office PowerPoint presentations and MS Word handouts may be customized for an additional licensing fee Browse the licensing options in the Custom Material License pricing menu Download a New Employee Orientation Checklist which has been adapted from the book and preview a sample activity PDF

Communication in Construction Andrew Dainty,David Moore,Michael Murray,2007-01-24 This book offers practical guidance on possible solutions to communication problems featuring a number of examples related to the construction industry

Digital Health Maturity: Quality, Interoperability, and Innovation Siaw-Teng Liaw,Jitendra Jonnagaddala,Myron Anthony Godinho,Zoie Shui Yee Wilkins-Wong,2025-09-01 Digital Health Maturity Innovation and Quality Improvement provides a roadmap to move from endless pilots and ad hoc system purchases to a systematic stepwise and integrated approach to increasing digital health capacity Specific guidelines tools and use cases are discussed to show how the digital health maturity model DHMM can be put into actual practice Topics cover foundations of DHMM and how to put them into practice organizational considerations for implementation and best practices tools and pitfalls to avoid In addition the book discusses the future of DHMM and the impact of a global adherence to digital health This is a valuable resource for researchers students policymakers governments and anyone who is interested in learning more about digital health and its worldwide benefits Presents a practical guide and reference to understand and apply the digital health maturity assessment toolkit as the basis for developing implementing and evaluating a digital health strategy and roadmap Discusses a set of ICT capability milestones required to reach a DHM level by coordinating the planning and implementation that maximizes reaching the next level of digital health maturity Describes tools and approaches needed to implement ICT changes required to reach a DHM maturity level

Developing Organizational Simulations George C. Thornton III,Rose A. Mueller-Hanson,Deborah E. Rupp,2017-03-27 This second edition of Developing Organizational Simulations provides a

concise source of information on effective and practical methods for constructing simulation exercises for the assessment of psychological characteristics relevant to effectiveness in work organizations Incorporating new additions such as the multiple ways technology can be used in the design delivery scoring and evaluating of simulation exercises as well as the delivery of feedback based on the results this book is user friendly with practical how to guidance including many graphics boxes and examples This book is ideal for practitioners consultants HR specialists students and researchers in need of guidance developing organizational simulations for personnel selection promotion diagnosis training or research It is also suited for courses workshops and training programs in testing and measurement personnel selection training and development and research methodology [Marketing TRENDS 2017](#) thunder::tech,2016-11-02 Everyone will find something of interest in our eighth annual Marketing TRENDS publication Maybe you haven't heard of CX Interactive Content Voice Search or Business Intelligence yet but these and other emerging marketing trends are guaranteed to impact businesses in a big way in 2017 and beyond Our 28 page guideline will give you insight into these trends and help you rev up your bottom line

Distributed Training and Rural Health Professions Education Roger Peter Strasser,Julian Wright,Mohamed Elhassan Abdalla ,Julia Blitz,Jana Vera Muller ,Lachlan Van Schaik,2026-01-12 Distributed health professions education also referred to as decentralized training in the medical education literature is rapidly being adopted by academic institutions where clinical training occurs at sites outside of the tertiary academic hospitals Often distributed education enhances exposure to social determinants of health accommodates an increasing number of students encourages the social accountability of students and provides opportunity for work integrated learning and service learning opportunities Socially accountable distributed learning often involves community engagement based on interdependent partnerships between communities academic institutions health service delivery organizations and health professionals There is evidence to support the value of distributed training as it relates to improved service delivery and patient satisfaction at the training sites increased interest and opportunity for professional development of clinical teachers involved in students training and improved opportunities for interprofessional education Distributed education includes rural health professions education and should be considered as such for the remainder of this call Distributed training also includes the majority of longitudinal integrated clerkships which are growing in health professions education globally Education and training of healthcare professionals involving place based distributed training poses particular challenges due to distance from the urban academic institutions limited local human resources and variable information technology availability These challenges can include access to training materials and lectures limitations to clinical supervision and challenges with social integration of students in the environment But there are also benefits to training healthcare professionals on the distributed training platform especially for extended periods of time which include students understanding of integration into and contribution to the health care system Students often report feeling part of the health care team and report a greater sense of responsibility in the management of their

patients Health professions education should be adapted for application on the distributed training platform as proposed by available literature however each context is unique and presents various opportunities and challenges Insight into distributed training innovations adopted by institutions can influence the way distributed training is initiated customized and implemented across the globe This collection will consider all aspects of distributed training and the education of health professionals in order to increase understanding of both the challenges and the benefits to this model of training We aim to encourage discussion around new approaches or adaptations to under and post graduate distributed education from low middle and high income countries globally Specific areas of interest include but are not limited to Opportunities and challenges of distributed training Practical considerations for the implementation of distributed training including case studies Benefits and challenges specific to the training of students professional development and satisfaction of rural healthcare professionals Innovative approaches to health professions education specific to distributed training in a variety of contexts Approaches to improving the education or professional development of rural healthcare professionals Innovations in interprofessional education and collaborative practice on the distributed training platform Community engagement that supports co creation co development co delivery and co evaluation of distributed education Place based research involving health professionals learners health service delivery organizations and communities All article types are welcome to this Research Topic please find more information about these here Please note that all submitted manuscripts undergo our rigorous peer review process and Article Processing Charges apply upon acceptance APCs vary with article type more information here or contact medicine submissions frontiersin org with any questions Topic Editor Julia Blitz is a part time employee of iheed Training Limited All other Topic Editors declare no conflicts of interest

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