

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

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The Science of Behavioral Selling

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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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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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