

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

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Jerry Kershen



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Blueprint for Success- Starting and Running a Thriving IT Consulting Firm Gary Dawson,Laura Nero,2025-01-16
Why IT Consulting The demand for IT consulting services has skyrocketed over the past decade Businesses regardless of their size need IT solutions to improve efficiency enhance security and drive innovation As a consultant you ll solve real world problems and deliver significant value to your clients However starting an IT consulting firm is not without challenges The journey requires clear objectives and practical strategies from establishing a niche to navigating competition and managing operations What to Expect in This Book 1 Step by Step Guidance We cover every aspect of launching an IT consulting firm from writing a business plan to scaling operations 2 Real world Examples Learn from successful IT consulting businesses and avoid common pitfalls 3 Actionable Insights Get practical tips on client acquisition marketing financial management and more 4 Adaptable Strategies Discover strategies catering to startups and established firms Who Should Read This Book IT professionals considering entrepreneurship Entrepreneurs seeking to break into the IT consulting space Business owners looking to expand their knowledge of the IT consulting landscape Anyone interested in the intersection of technology and business By the end of this book you will have a clear roadmap for starting and growing your IT consulting firm You ll understand how to create a unique value proposition attract clients and deliver exceptional services that keep them returning So are you ready to turn your technical expertise into a thriving business Let s dive in and start building your IT consulting empire

The Web Designer's Idea Book Volume 2 Patrick McNeil,2010-09-19 Web Design Inspiration at a Glance Volume 2 of The Web Designer s Idea Book includes more than 650 new websites arranged thematically so you can easily find inspiration for your work Author Patrick McNeil creator of the popular web design blog designmeltdown com and author of the original bestselling Web Designer s Idea Book has cataloged thousands of sites and showcases the latest and best examples in this book The web is the most rapidly changing design medium and this book offers an organized overview of what s happening right now Sites are categorized by type design element styles and themes structural styles and structural elements This new volume also includes a helpful chapter explaining basic design principles and how they can be applied online Whether you re brainstorming with a coworker or explaining your ideas to a client this book provides a powerful communication tool you can use to jumpstart your next project

Electronic Participation Sara Hofmann,Csaba Csáki,Noella Edelmann,Thomas Lampoltshammer,Ulf Melin,Peter Parycek,Gerhard Schwabe,Efthimios Tambouris,2020-08-26 This book constitutes the proceedings of the 12th IFIP WG 8 5 International Conference on Electronic Participation ePart 2019 held in Link ping Sweden in August September 2020 in conjunction with the 19th IFIP WG 8 5 IFIP International Conference on Electronic Government EGOV 2020 and the International Conference for E Democracy and Open Government Conference CeDEM 2020 The conference was held virtually due to the COVID 19 pandemic The 11 full papers presented were carefully reviewed and selected from 33 submissions The papers are clustered under the following topical

sections eParticipation developments digital transformation open government and transparency and user perspectives *R for Cloud Computing* A Ohri,2014-11-14 *R for Cloud Computing* looks at some of the tasks performed by business analysts on the desktop PC era and helps the user navigate the wealth of information in R and its 4000 packages as well as transition the same analytics using the cloud With this information the reader can select both cloud vendors and the sometimes confusing cloud ecosystem as well as the R packages that can help process the analytical tasks with minimum effort cost and maximum usefulness and customization The use of Graphical User Interfaces GUI and Step by Step screenshot tutorials is emphasized in this book to lessen the famous learning curve in learning R and some of the needless confusion created in cloud computing that hinders its widespread adoption This will help you kick start analytics on the cloud including chapters on both cloud computing R common tasks performed in analytics including the current focus and scrutiny of Big Data Analytics setting up and navigating cloud providers Readers are exposed to a breadth of cloud computing choices and analytics topics without being buried in needless depth The included references and links allow the reader to pursue business analytics on the cloud easily It is aimed at practical analytics and is easy to transition from existing analytical set up to the cloud on an open source system based primarily on R This book is aimed at industry practitioners with basic programming skills and students who want to enter analytics as a profession Note the scope of the book is neither statistical theory nor graduate level research for statistics but rather it is for business analytics practitioners It will also help researchers and academics but at a practical rather than conceptual level The R statistical software is the fastest growing analytics platform in the world and is established in both academia and corporations for robustness reliability and accuracy The cloud computing paradigm is firmly established as the next generation of computing from microprocessors to desktop PCs to cloud **The Best of the Independent Rhetoric and Composition Journals 2010** Steve Parks,Linda Adler-Kassner,2011-03-26 THE BEST OF THE INDEPENDENT RHETORIC AND COMPOSITION JOURNALS 2010 represents the result of a nationwide conversation beginning with journal editors but expanding to teachers scholars and workers across the discipline of Rhetoric and Composition to select essays that showcase the innovative and transformative work now being published in the field s independent journals Representing both print and digital journals in the field the essays featured here explore issues ranging from classroom practice to writing in global and digital contexts from writing workshops to community activism Together the essays provide readers with a rich understanding of the present and future direction of the field Indigenous Languages and the Promise of Archives Adrianna Link,Abigail Shelton,Patrick Spero,2021-05 Indigenous Languages and the Promise of Archives captures the energy and optimism that many feel about the future of community based scholarship which involves the collaboration of archives scholars and Native American communities The American Philosophical Society is exploring new applications of materials in its library to partner on collaborative projects that assist the cultural and linguistic revitalization movements within Native communities A paradigm shift is driving researchers to reckon with questionable practices used by

scholars and libraries in the past to pursue documents relating to Native Americans practices that are often embedded in the content of the collections themselves The Center for Native American and Indigenous Research at the American Philosophical Society brought together this volume of historical and contemporary case studies highlighting the importance of archival materials for the revitalization of Indigenous languages Essays written by archivists historians anthropologists knowledge keepers and museum professionals cover topics critical to language revitalization work they tackle long standing debates about ownership access and control of Indigenous materials stored in repositories and they suggest strategies for how to decolonize collections in the service of community based priorities Together these essays reveal the power of collaboration for breathing new life into historical documents

Conference Proceedings. The Future of Education
Pixel,2015-07-01 The Times Index ,2009 Indexes the Times Sunday times and magazine Times literary supplement Times educational supplement Times educational supplement Scotland and the Times higher education supplement **The New York Times Index** ,2005 **Making Money with Email Newsletter** Debra Simon,2024-06-23 In today s digital age email marketing remains one of the most effective and profitable methods to connect with an audience build relationships and generate revenue This book is your essential guide for leveraging email newsletters to achieve financial success This guide is designed for entrepreneurs marketers and anyone interested in using email to expand their business and increase earnings Why Choose This Book Despite the rise of social media and other communication platforms email consistently delivers higher engagement rates and return on investment ROI compared to nearly any other marketing tool Through an email newsletter you gain direct access to your audience s inbox facilitating personalized communication trust building and business growth through sales Here s what you ll learn Define Your Niche and Set Goals Before you start making money from your newsletter it s essential to understand your audience and define your niche This book will help you set clear achievable goals and lay a strong foundation for your email marketing efforts Build and Grow Your Subscriber List Discover effective strategies to attract and expand your subscriber base From creating compelling lead magnets to optimizing opt in forms and landing pages we cover everything you need to build a strong list of subscribers Craft Compelling Content Learn techniques to create engaging and valuable content that keeps subscribers interested We explore methods to understand your audience craft visually appealing emails and maintain a consistent compelling tone Advanced Email Marketing Techniques Once you ve mastered the basics dive into advanced strategies like personalization segmentation and automated email sequences These methods will help you deliver more relevant content increasing engagement and conversions Monetization Strategies Explore different ways to monetize your email newsletter such as selling products affiliate marketing sponsored content and subscription models We provide practical tips and real world examples to help you choose the best strategy for your newsletter Drive Traffic and Build Awareness Learn how to use social media collaborations SEO and content marketing to drive traffic to your newsletter and expand your audience We ll guide you in creating a comprehensive marketing plan that

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Lessons in Email Marketing: Email List Building 2023 Karen Noil,2022-12-23 It is common for businesses to use their email lists as part of their outreach strategies Having an email list allows you to become familiar with your audience over time It provides valuable information about your brand s strengths and weaknesses and can help you build long term relationships with your customers The size of your email list matters Your audience will be able to form a relationship with you as a result of the value and trust you provide In order to deliver appropriate content to your subscribers you need information about the segmented campaigns You need to offer relevant products to your subscribers in order to make money from affiliate marketing Here is what you will learn in this Lessons in Email Marketing Email List Building 2023 for businesses book Introduction to Email List Building Why You Should Create an Email List How to Build an Email List How to Target the Right Audience How to Build a Targeted Email List How to Build Landing Pages How to Generate Traffic How to Retain Customers How to Optimise a Thank You Page How to do Email Affiliate Marketing How to Keep Your Audience Engaged Email List Building Tips

Email Marketing Jeanniey Mullen,David Daniels,2011-03-10 If the idea of starting an email marketing campaign overwhelms you the authors of Email Marketing An Hour a Day will introduce you to email marketing basics demonstrate how to manage details and describe how you can track and measure results Case studies step by step guides checklists quizzes and hands on tutorials will help you execute an email marketing campaign in just one hour a day When you feel comfortable with the basics learn how to use video and audio enabled email implement tools like mobile devices and leverage social networks

Building an Engaged Email Subscriber List: Strategies and Tactics Mayfair Digital Agency,2021-10-13 Building an Engaged Email Subscriber List Strategies and Tactics is an indispensable guide that demystifies the process of cultivating a thriving and responsive email subscriber base The book offers valuable insights into various strategies and tactics that empower businesses to attract retain and nurture engaged subscribers From crafting compelling opt in incentives to designing personalized and relevant email campaigns the e book covers every aspect of building and maintaining an effective email list Readers will learn how to segment their audience tailor content to different segments and use automation to deliver timely and targeted messages The book also delves into

best practices for avoiding common pitfalls such as spamming or excessive frequency that can lead to subscriber disinterest Drawing from industry expertise and case studies the book showcases successful examples of companies leveraging email marketing to achieve impressive results Whether for entrepreneurs marketers or professionals seeking to enhance their email marketing prowess this resource equips readers with actionable strategies to boost engagement and drive conversion rates This book serves as a roadmap to harness the potential of email marketing as a powerful tool for fostering strong relationships with subscribers and unlocking the full potential of this highly effective marketing channel

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