

## 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**

# Building Email List Case Study Examples For Creators And Bloggers Best

**Jerry Kershen**



## **Building Email List Case Study Examples For Creators And Bloggers Best:**

**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

integrates multiple channels for maximum impact Analyze and Optimize Performance Understanding your email marketing metrics is crucial for continual improvement This book teaches you how to monitor key metrics use analytical tools and implement optimization strategies to enhance your newsletter s performance over time Legal and Ethical Considerations Stay compliant with regulations such as CAN SPAM and GDPR while earning and maintaining your subscribers trust We cover best practices for obtaining consent managing your email list and ensuring transparency Case Studies and Success Stories Gain insights from real life examples of successful email newsletters Learn from their strategies mistakes and achievements to refine your own approach Future Trends in Email Marketing Stay ahead of the curve by exploring emerging technologies predictions on subscriber behavior and future trends in email marketing This section will prepare you for the evolving landscape of digital communication

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

[How To Build An Email List From Scratch](#) , empreender,2023-02-17 The money is in the list If you have heard this a few times before it is because it is very true When you build a responsive email list you will be able to send emails to your subscribers whenever you want and make money An email list is a valuable asset and essential for all online business owners In this powerful guide you will learn why list building is so important You will also learn what you need to do in order to be ready for building your email list from scratch There are some important things that you must take care of first before you start to drive traffic to your landing pages

[Email Copywriting Codex](#) Rom Rulida,2021-07-15 Slick Yellow Book REVEALS The Secrets On How To Make More Sales From Email Copywriting If you d like to quickly double your sales using nothing but simple ugly plain text emails then this book written by a guy who routinely generates 5 to 6 figure email revenue for his clients will show you how Introducing the Email Copywriting Codex This book contains everything you need to know to write email copy that sells It shows you in painstaking borderline sadistic detail the principles strategies and techniques that you can use to generate the maximum revenue from your email list by writing emails that people love to open read and buy from It also includes lots of sample emails you can model psychoanalysis of my top performing email copy and even a brief case study of how I helped one of my clients generate 100 000 in less than 30 days using emails Like I said everything you need to know to write email copy that sells But here s the thing It s kinda expensive It s quite the short book too more than 140 pages or so So if you tend to judge the value of a book based on the number of pages it has then you might want to skip this one It s low on fluff and heavy on implementation And it s designed that way Because my goal for you is to open the book read it in one or two sittings and immediately apply what you ve learned the same day you read it Sounds good If yes then here are some of the awesome info you ll find inside How often should you actually send emails to your list A weird copywriting technique demonstrated by a woman who gave birth without getting pregnant Why telling your subscribers to LEAVE your list is one of the best ways to build loyal readership Exactly where to position your emails in the sales journey process My eyebrow raising advice about writing your very first Welcome Email A deadly email copywriting secret that literally suffocated a man to death while hanging upside down 2 simple tweaks I ve done in my client s email marketing strategy that brought us 100 000 sales in less than 30 days How to use the Dear Abbie email copywriting method to covertly disable the Marketing Bullcrap Radar of your readers A sneaky way to write emails that can create rabid customers by willfully annoying them The correct way to use

emails to recover 80% of your potential lost revenue A nerve wracking tactic used by two notorious world leaders to force people to tune in and listen to what they have to say Hands down the best tool to use if you want to eliminate writer s block write emails faster and take the sting out of the email writing process The 1 dumbest mistake that hopeless romantic guys do BUT could easily be the 1 most profitable strategy for email copywriters The funny reason why my client was so happy that I made his Open Rates drop What many business owners do in their email marketing that triggers people to report them as spammers How to use the John Wick Principle to stop people from ignoring and deleting your emails And so much more So here s the deal Email Copywriting Codex is a book designed to teach you everything you need to know when it comes to writing email copy that sells Grab your copy today follow what I teach you and watch your sales from emails explode **25 Days of Email Marketing Training** Tony Green,2020-04-18 Have you found it challenging getting audience to your services or Business or you have an idea of building Email list to create a community for your business and you don t know how to go about it or you are an Expert in Email marketing but still need more knowledge Here is a 25 days training guide on how you can successfully build an effective Email list to enhance your business Starting a business is not a problem everyone have one or more ways they earn their living directly or indirectly you sell a service or a product How can you get customers to yourself or maintain consistent deal with those customer you have now Here is an answer Email Marketing 25days of email marketing Training is a book that can help you grow your Business in just 25days All you need is consistency What do i hope to gain in the Book How to create a Lead magnet How to set up an autoresponder Account How to follow up Emails How to set up a Landing or Squeeze page How to write a good article or blog post How to promote Article on social media How you can create a video from your article How to set up Facebook Ad How to run a Solo ad How you can start a guest blogging How you can distribute your video on social media ideas on Forum and community you can visit to enhance your business How to go about Search Engine Optimization SEO to drive traffic How to run Bing ad Just imagine imagine you have 50 000 subscribers and you have a new product to put before you customer you can make six figures with just your list without too much stress on marketing Get to learn from this book and learn fast **The Ultimate Guide to Building an Email List for Your Dropshipping Business** , The Ultimate Guide to Building an Email List for Your Dropshipping Business Transform your dropshipping business with the power of email marketing In The Ultimate Guide to Building an Email List for Your Dropshipping Business discover the strategies and techniques you need to grow a robust email list that drives sales fosters customer loyalty and maximizes your revenue This comprehensive guide covers every aspect of email list building from setting clear goals and choosing the right email marketing platform to creating compelling lead magnets and designing high converting opt in forms With practical advice and step by step instructions you ll learn how to Attract and retain subscribers with effective lead magnets and optimized sign up forms Craft engaging email content that nurtures leads and drives conversions Leverage social media and other channels to expand your reach and grow your list Segment your

email list to deliver targeted campaigns that resonate with your audience Analyze and improve your email metrics to ensure continuous growth and success Packed with actionable insights and real world examples this guide is your roadmap to harnessing the full potential of email marketing Whether you re starting from scratch or looking to refine your existing strategies *The Ultimate Guide to Building an Email List for Your Dropshipping Business* is your key to unlocking sustained growth and profitability *Email Advertising Crash Course* Daniel Hirsch,2015-05-15 There s no doubt that online marketing strategies are now an integral part of any business overall marketing plan If your business remains offline you have severely limited your chances of virtually expanding out into the rest of the world In today s society email is the one true must have From our pre teens to our grandmothers who doesn t have an email account these days And in these email accounts we regularly receive all kinds of marketing emails promotional and content driven newsletters from supermarkets banks schools and even from our favorite restaurant So if your business isn t sending out marketing emails then you re missing out on a huge opportunity That s the truth plain and simple However as a business new to email marketing you need to be very careful in treading the thin line between an effective email campaign and one that damages your sender credibility and the overall image of your business There s a big difference between someone being interested in what you send versus them being annoyed by it This book is designed to provide you with a step by step guide to build an email list for your business and create an effective newsletter campaign that will have your prospective clients or customers voluntarily opening their pockets in no time So if you re ready to take your business marketing strategy to the next level then let s get started *Email List Secrets Step-by-Step Guide* RD king, Discover The Step By Step Blueprint To Building a Thriving Email List and Increase Your Profits Starting Today If you run a business a website or a blog and you want to increase your audience as well as increasing engagement then the single most effective way to do that is with email marketing If you listen to pretty much any top marketer then they will almost always tell you this They will almost always say that the most important aspect of their marketing the thing that led to their success was email And there s a very good reason for this Or ten Email marketing allows you to reach your audience in an incredibly direct manner Unlike other forms of marketing you ll actually be able to reach your audience directly in their inboxes without having to go through any third party That means that you re not reliant on a platform like Facebook or Twitter or at the mercy of potential changes to policies that could render your messages unheard It wasn t that long ago that Facebook made the decision to change its system so that only a small percentage of posts from pages got through to followers With email your messages are going directly to the users That means that nothing can prevent you from reaching them and you know that 100% of everything you send is going to reach the recipient **Email Marketing** Jerry Kershen,2016-05-11 This Book is FREE for Kindle Unlimited Users Create your own email list with a VERY HIGH conversion rate by following 10 simple steps Increase your SALES GET ON TOP and REMAIN ON TOP Email Marketing 10 PROVEN STEPS TO CREATING A SUCCESSFUL EMAIL LIST AND BUILD AUTHORITY WITH

**EMAIL MARKETING** Email marketing is very crucial if you are looking to run an internet or online business Many may even consider it lifeline of an online business It is the quickest and most efficient way to deliver your message directly to your customers without costing you a fortune You don t need to spend money on printing papers and posting believe me this costs you **BIG** Nearly every successful business today utilizes email marketing You owe it to yourself and your business to learn about the many opportunities and benefits of a well laid out email marketing plan or campaign This e book is the perfect place to start if you want to quickly learn how to successfully use email marketing in your business You **DO** want to increase your online sales right Well then you will need to attract more visitors to your offer or site Not only that but then convert them to buyers as fast as you can and as many as you can Look no further because the only thing getting between you and your goals of success are the 10 proven steps that are contained in this book Inside you will learn how to create your own email list from scratch and build your authority with **HIGH CONVERSION RATES** by following these step by step lessons Here s a preview of what you will learn The basics of email marketing The pros and cons of email marketing How to make **LANDING PAGES** How to segment your email list Important tips for Email Marketing success How to write High Conversion Emails How to use Open Source technique How to choose the right Email Marketing Program How to apply your email list in marketing How to choose the right email marketing software How to **INCREASE YOUR SALES** by Email Marketing Download your copy today and start walking the path of success In an easy to under way this book will walk you through the passage of success in your online business and help you to stay there as long as you want to So what are you waiting for Scroll up and get your copy **NOW**

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locate specific information within seconds. With a few keystrokes, users can search for keywords, topics, or phrases, making research and finding relevant information a breeze. This efficiency saves time and effort, streamlining the learning process and allowing individuals to focus on extracting the information they need. Furthermore, the availability of free PDF books and manuals fosters a culture of continuous learning. By removing financial barriers, more people can access educational resources and pursue lifelong learning, contributing to personal growth and professional development. This democratization of knowledge promotes intellectual curiosity and empowers individuals to become lifelong learners, promoting progress and innovation in various fields. It is worth noting that while accessing free Building Email List Case Study Examples For Creators And Bloggers Best PDF books and manuals is convenient and cost-effective, it is vital to respect copyright laws and intellectual property rights. Platforms offering free downloads often operate within legal boundaries, ensuring that the materials they provide are either in the public domain or authorized for distribution. By adhering to copyright laws, users can enjoy the benefits of free access to knowledge while supporting the authors and publishers who make these resources available. In conclusion, the availability of Building Email List Case Study Examples For Creators And Bloggers Best free PDF books and manuals for download has revolutionized the way we access and consume knowledge. With just a few clicks, individuals can explore a vast collection of resources across different disciplines, all free of charge. This accessibility empowers individuals to become lifelong learners, contributing to personal growth, professional development, and the advancement of society as a whole. So why not unlock a world of knowledge today? Start exploring the vast sea of free PDF books and manuals waiting to be discovered right at your fingertips.

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