

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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Stephanie Diamond



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Big Impact, Small Budget: Winning Marketing Strategies for Startups Felicia Theodorus,2024-11-14 In a world where marketing can often seem out of reach for small businesses and startups Big Impact Small Budget reveals how to achieve powerful results without deep pockets Designed for entrepreneurs who need practical cost effective strategies this book is packed with tools techniques and insights to help you grow your brand build customer loyalty and drive engagement all on a budget Inside you ll discover Creative Content Marketing How to craft compelling stories that captivate your audience Social Media Mastery Proven techniques to grow organically reach new customers and keep them engaged Email Marketing Essentials Boost conversions and drive ROI with smart personalized campaigns Lean Growth Hacks Innovative tactics to grow fast from referral programs to viral campaigns Effective Partnerships Build valuable connections with influencers and brands without breaking the bank Affordable Analytics Track what truly matters to get insights and improve your strategies From crafting engaging content to harnessing the power of social media email and growth hacking Big Impact Small Budget gives you the tools to create a sustainable impactful marketing strategy that grows with your business With real world examples actionable steps and invaluable tips this guide will empower any startup founder to achieve marketing success without overspending Perfect for ambitious entrepreneurs small business owners and marketing beginners ready to unlock big results with minimal resources

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