

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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Brett Fogle, E. Daniel Miller



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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

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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 Linköping 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

The SAGE Handbook of Tourism Management Chris Cooper,Serena Volo,William C. Gartner,Noel Scott,2021-08-04 The SAGE Handbook of Tourism Management is a critical authoritative review of tourism management written by leading international thinkers and academics in the field Arranged over two volumes the chapters are framed as critical synoptic pieces covering key developments current issues and debates

and emerging trends and future considerations for the field The two volumes focus in turn on the theories concepts and disciplines that underpin tourism management in volume one followed by examinations of how those ideas and concepts have been applied in the second volume Chapters are structured around twelve key themes Volume One Part One Researching Tourism Part Two Social Analysis Part Three Economic Analysis Part Four Technological Analysis Part Five Environmental Analysis Part Six Political Analysis Volume Two Part One Approaching Tourism Part Two Destination Applications Part Three Marketing Applications Part Four Tourism Product Markets Part Five Technological Applications Part Six Environmental Applications This handbook offers a fresh contemporary and definitive look at tourism management making it an essential resource for academics researchers and students

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The New York Times Index, 2005

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