

## 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 2 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**

# Ads Complete Beginner Guide To Print On Demand Business Case Study

**Didier Musso**



**Ads Complete Beginner Guide To Print On Demand Business Case Study:**

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## **Table of Contents Ads Complete Beginner Guide To Print On Demand Business Case Study**

1. Understanding the eBook Ads Complete Beginner Guide To Print On Demand Business Case Study
  - The Rise of Digital Reading Ads Complete Beginner Guide To Print On Demand Business Case Study
  - Advantages of eBooks Over Traditional Books
2. Identifying Ads Complete Beginner Guide To Print On Demand Business Case Study
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Ads Complete Beginner Guide To Print On Demand Business Case Study
  - User-Friendly Interface
4. Exploring eBook Recommendations from Ads Complete Beginner Guide To Print On Demand Business Case Study
  - Personalized Recommendations
  - Ads Complete Beginner Guide To Print On Demand Business Case Study User Reviews and Ratings
  - Ads Complete Beginner Guide To Print On Demand Business Case Study and Bestseller Lists
5. Accessing Ads Complete Beginner Guide To Print On Demand Business Case Study Free and Paid eBooks
  - Ads Complete Beginner Guide To Print On Demand Business Case Study Public Domain eBooks
  - Ads Complete Beginner Guide To Print On Demand Business Case Study eBook Subscription Services

- Ads Complete Beginner Guide To Print On Demand Business Case Study Budget-Friendly Options
- 6. Navigating Ads Complete Beginner Guide To Print On Demand Business Case Study eBook Formats
  - ePub, PDF, MOBI, and More
  - Ads Complete Beginner Guide To Print On Demand Business Case Study Compatibility with Devices
  - Ads Complete Beginner Guide To Print On Demand Business Case Study Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Ads Complete Beginner Guide To Print On Demand Business Case Study
  - Highlighting and Note-Taking Ads Complete Beginner Guide To Print On Demand Business Case Study
  - Interactive Elements Ads Complete Beginner Guide To Print On Demand Business Case Study
- 8. Staying Engaged with Ads Complete Beginner Guide To Print On Demand Business Case Study
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Ads Complete Beginner Guide To Print On Demand Business Case Study
- 9. Balancing eBooks and Physical Books Ads Complete Beginner Guide To Print On Demand Business Case Study
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Ads Complete Beginner Guide To Print On Demand Business Case Study
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Ads Complete Beginner Guide To Print On Demand Business Case Study
  - Setting Reading Goals Ads Complete Beginner Guide To Print On Demand Business Case Study
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Ads Complete Beginner Guide To Print On Demand Business Case Study
  - Fact-Checking eBook Content of Ads Complete Beginner Guide To Print On Demand Business Case Study
  - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
- 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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