

The Loot Box Increased Sales with the Ad Factory & Content Marketing

About The Loot Box

The Loot Box is a successful online subscription box that provides its customers with a variety of geeky pop-culture books, 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, the Loot Box 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, The Loot Box

Growth & Impact



Over
88 million
impressions
in 2 months



130%
increase
in traffic in
April alone



18%
growth
in email
subscriptions

The Loot Box Increased Sales with the Ad Factory & Content Marketing

Story Draws in Undiscovered Customers

A Unique Digital Storytelling Strategy

The Loot Box 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 operated as a highly-qualified target audience, and suggested there were many parts to the overall story that was The Loot Box.

These stories were crafted to match the brand's existing voice, and serve as the example behind The Loot Box's content marketing strategy to engage potential customers.

Results that Speak Volumes

With a single campaign, The Loot Box saw the following results:

- 88 million impressions
- 130% increase in organic social media traffic
- 18% growth in email subscriptions
- 27% increase in 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, The Loot Box

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L Darling-Hammond



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Digital Marketing Mastery Prabhu TL, 2025-01-03 Are you ready to unlock the limitless potential of the digital world? Digital Marketing: Mastering the Art of Online Growth is the ultimate resource for marketers, entrepreneurs, and businesses looking to excel in the fast-evolving digital landscape. This book is an all-encompassing guide that delves into the essentials and advanced strategies of digital marketing, offering expertise in 40 diverse categories designed to elevate your online presence and drive success.

What's Inside:

1. **Digital Marketing Basics:** Build a strong foundation with core principles and strategies to kickstart your journey in the digital marketing world.
2. **A/B Testing:** Learn how to optimize campaigns through data-driven testing to achieve better results.
3. **Content Marketing:** Master the art of creating engaging, valuable content that attracts and retains your target audience.
4. **Conversion Rate Optimization:** Turn visitors into loyal customers by improving your website's conversion rates.
5. **Email Marketing:** Discover proven techniques for building effective email campaigns that drive engagement.
6. **Social Media Marketing:** Facebook, Instagram, Twitter, Pinterest, LinkedIn, TikTok. Dominate the world of social platforms with tailored strategies for each channel.
7. **Search Engine Optimization (SEO):** Get your website ranked higher on search engines and maximize organic traffic.
8. **Pay Per Click Advertising (PPC):** Learn how to execute cost-effective paid campaigns that bring measurable ROI.
9. **YouTube and Micro Video Marketing:** Harness the power of video content to captivate and grow your audience.
10. **Marketing Automation Tools:** Streamline your processes with tools like Google Tag Manager and automation strategies.
11. **Influencer Marketing:** Build partnerships with influencers to amplify your brand's reach.
12. **Web Analytics:** Track and analyze your performance with precision to continually improve results.
13. **Amazon Marketplace:** Unleash the potential of e-commerce by mastering Amazon's marketplace strategies.
14. **Website Development & Graphic Designing:** Create visually stunning and user-friendly websites that reflect your brand's identity.
15. **Advanced Blogging Content Strategy:** Write compelling blogs and implement strategic plans to boost engagement.
16. **Affiliate Marketing & Freelancing:** Explore additional income streams through partnerships and freelancing opportunities.
17. **Sales Mastery & Lead Generation:** Perfect the art of selling and generating high-quality leads.
18. **Digital Brand Promotion & Personal Branding:** Build and promote a digital identity that sets you apart.
19. **Search Engine Marketing (SEM) & Link Building:** Drive traffic with paid search strategies and strong backlink profiles.
20. **Success in Digital Marketing:** Discover timeless principles and case studies that guarantee sustained growth.

Who Is This Book For? Whether you're a beginner trying to understand the fundamentals or an expert looking to refine your skills, this book caters to all experience levels. Entrepreneurs, business owners, students, freelancers, and marketers will find actionable insights and techniques to elevate their marketing game.

Why Choose This Book? Unlike other resources that focus on a few areas of digital marketing, this guide offers a holistic approach. Covering 40 essential categories, it ensures you stay ahead of the curve in every aspect of digital marketing, from social media trends to advanced technical skills.

Dive into **Digital Marketing: Mastering the Art of Online Growth** and embark on a journey to become

a digital marketing expert Whether you re looking to grow your business boost your personal brand or build a career in marketing this book is your one stop solution Don t just adapt to the digital world thrive in it **Digital Marketing** Dave Chaffey,Fiona Ellis-Chadwick,2019-02-05 Now in its seventh edition Digital Marketing provides comprehensive practical guidance on how companies can get the most out of digital media and technology to meet their marketing goals **The Big Book of Marketing** Anthony G. Bennett,2009-12-21 A real world tool for helping develop effective marketing strategies and plans Dennis Dunlap Chief Executive Officer American Marketing Association For beginners and professionals in search of answers Stephen Joel Trachtenberg President Emeritus and University Professor of Public Service The George Washington University A must read for every business major and corporate executive Clarence Brown former Acting Secretary U S Department of Commerce The Biggest Companies The Boldest Campaigns THE BEST INSIDER S GUIDE ON THE MARKET The most comprehensive book of its kind The Big Book of Marketing is the definitive resource for marketing your business in the twenty first century Each chapter covers a fundamental aspect of the marketing process broken down and analyzed by the greatest minds in marketing today For the first time ever 110 experts from the world s most successful companies reveal their step by step strategies proven marketing tools and tricks of the trade fascinating exclusive real world case studies from an all star roster of companies including ACNielsen Alcoa American Express Amtrak Antimicrobial Technologies Group APL Logistics Arnold AT T Atlas Air Bloomingdale s BNSF Boeing Bristol Myers Squibb Burson Marsteller BzzAgent Carastar Cargill Carnival Coldwell Banker Colgate Palmolive Colonial Pipeline Con way Costco Dean Foods Discovery Communications Draftfcb DSC Logistics DuPont Edelman ExxonMobil Fabri Kal FedEx Trade Networks Fleishman Hillard Ford Frito Lay GE Greyhound Hair Cuttery Hilton HOLT CAT IBM Ingram Barge Ingram Micro International Paper John Deere Kimberly Clark Kodak Kraft L L Bean Landor Long Island Rail Road Lulu com Mars MCC McCann McDonald s McKesson Nationals NCR New York Times Nordstrom Ogilvy Action OHL 1 800Flowers com Overseas Shipholding Group Owens Illinois P G Papa John s Paramount Pictures Patagonia PepsiCo Pfizer Porter Novelli RAPP Ritz Carlton Safeway Saks Fifth Avenue Sara Lee SC Johnson Sealed Air Sears Silgan Skyhook Snap on Tools Southwest Sports and Leisure ResearchGroup Staples Stoner Supervalu Synovate Tanimura Antle TBWA Tenet Healthcare Texas Instruments 3M ToysRUs Trader Joe s Tupperware Under Armour United Airlines United Stationers Verizon VISA Weyerhaeuser Wilson Sporting Goods Wunderman Xerox Y R Zappos com No matter what business you re in from retail and manufacturing to service and nonprofit The Big Book of Marketing offers the most practical hands on advice you ll ever find from the best in the business Anthony G Bennett taught marketing at Georgetown University With three decades of experience in the field he has held a variety of key marketing positions at Fortune 500 companies including AT T and others He resides in McLean Virginia **Reclaiming Nature** James K. Boyce,Sunita Narain,Elizabeth A. Stanton,2007-06-07 In Reclaiming Nature leading environmental thinkers from across the globe explore the relationship between human activities and the natural This is a bold and comprehensive text of major

interest to both students of the environment and professionals involved in policy making **Marketing Plans** Malcolm McDonald, Hugh Wilson, 2016-09-26 A fully revised and updated 8th edition of the highly renowned international bestseller The 8th edition of this highly acclaimed bestseller is thoroughly revised with every chapter having been updated with special attention to the latest developments in marketing Marketing Plans is designed as a tool and a user friendly learning resource Every point illustrated by powerful practical examples and made actionable through simple step by step templates and exercises The book is established as essential reading for all serious professional marketers and students of marketing from undergraduate and postgraduate to professional courses for bodies such as CIM Above all it provides a practical hands on guide to implementing every single concept included in the text New chapters and content include A Does it Work feature throughout demonstrating examples of real successes using the processes in the book More substantial coverage of consumer behaviour to balance the book's focus with B2B planning Digital techniques and practices brought fully up to date Also includes a comprehensive online Tutors Guide and Market2Win Simulator for those who teach marketing strategy

Business Review Weekly ,2008 **Dun's Review and Modern Industry** ,1965 Journal of Public Policy & Marketing : JPP&M ,1998 **Indian Cooperative Review** ,1972 *Pacific Rural Press* ,1893 Index to Theses with Abstracts Accepted for Higher Degrees by the Universities of Great Britain and Ireland and the Council for National Academic Awards ,2005 Harvard Business Review ,1951 **Tax Management Transfer Pricing Report** ,2001 **Marketing** ,1980 *Information, Influence & Communication* Otto Lerbinger, Albert J. Sullivan, 1965 *Book Production Industry* ,1971 *The Asia Pacific Economies* ,1992 The book focuses on various issues pertaining to growth prospects of the Asia Pacific region with special reference to the challenge South Asian countries will have to face in their attempts to benefit from the experiences of the NIEs the newly industr **United Nations Conference on a Convention on International Multimodal Transport** ,1981 Abstracts ... Annual Meeting of the American Public Health Association and Related Organizations American Public Health Association. Annual Meeting, 1996 Journal ,1991

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