

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

Case Study Examples Organically Step By Step Guide To Selling Digital

J Dewey



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The 48-Hour Digital Product Launch Karna Raju, In a world where AI has democratized content creation The 48 Hour Digital Product Launch is the definitive step by step guide for anyone who wants to create and sell a profitable digital product without technical skills a large budget or months of preparation Written by digital entrepreneur Karna Raju this power packed eBook takes you through every stage of the process from niche research and AI assisted writing to professional design sales page setup and a real launch strategy compressed into a single actionable 48 hour roadmap What makes The 48 Hour Digital Product Launch truly unique is its hands on tool first approach Rather than offering vague motivational advice every chapter delivers precise AI prompts platform recommendations and proven tactics you can implement immediately Whether you are a complete beginner or a freelancer looking to add passive income streams this guide meets you exactly where you are From choosing the right niche to building your email list and scaling with affiliate marketing this eBook covers the entire lifecycle of a successful digital product business Author Karna Raju openly shares how AI tools like Claude ChatGPT Canva AI and Midjourney can be your creative team cutting weeks of work down to hours

Backpacker, 2007-09 Backpacker brings the outdoors straight to the reader s doorstep inspiring and enabling them to go more places and enjoy nature more often The authority on active adventure Backpacker is the world s first GPS enabled magazine and the only magazine whose editors personally test the hiking trails camping gear and survival tips they publish Backpacker s Editors Choice Awards an industry honor recognizing design feature and product innovation has become the gold standard against which all other outdoor industry awards are measured

Bulletin of the Atomic Scientists, 1997-01 The Bulletin of the Atomic Scientists is the premier public resource on scientific and technological developments that impact global security Founded by Manhattan Project Scientists the Bulletin s iconic Doomsday Clock stimulates solutions for a safer world

The Illustrated London News, 1845 [Field & Stream](#), 1980-04 FIELD STREAM America s largest outdoor sports magazine celebrates the outdoor experience with great stories compelling photography and sound advice while honoring the traditions hunters and fishermen have passed down for generations [Water & Wastes Engineering](#), 1977

Los Angeles Magazine, 2001-11 Los Angeles magazine is a regional magazine of national stature Our combination of award winning feature writing investigative reporting service journalism and design covers the people lifestyle culture entertainment fashion art and architecture and news that define Southern California Started in the spring of 1961 Los Angeles magazine has been addressing the needs and interests of our region for 48 years The magazine continues to be the definitive resource for an affluent population that is intensely interested in a lifestyle that is uniquely Southern Californian [LA Record](#), 1998

Optical Engineering, 1983 **Beama Journal**, 1960 **How to Create and Sell a Digital Information Product** Joan Mullally, 2016-12-23 Information is all around us but especially on the Internet Authority websites and blogs are one of the best ways for you to become known in your industry or area of expertise developing a group of loyal followers all

interested in what you have to offer Information product sales are skyrocketing as people want to learn a variety of skills to improve their career make them more competitive in their industry or how to do a particular task better smarter and more effectively If you are constantly being asked for your advice opinions guidance or instructions then it is time to make the most of your expertise and create your own information product to sell online In this step by step guide top online marketer Joan Mullally teaches you what you need to know about creating your own information product that you can sell online in order to create a continuous stream of income for your new information marketing business You will also learn how to use your information product to help enhance your career and prestige in your industry If you are ready to transform what you excel at into your own profitable product you will learn Why a digital information business is so easy to set up and yet so Profitable How to start creating your own digital information product How to create a professional looking website and start promoting it in less than a week The easiest ways to start accepting credit card payments online Rapid ways to create and sell great digital information products in your area of expertise and much more If you are eager to start your own business but do not have a lot of time or start up capital consider creating a digital information product that can help get you started on the road to more income prestige and profits through following the action steps in this guide word count 24 625 words

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Joan Mullally has worked in online marketing for more than 20 years and is the author of more than 100 business and marketing guides designed to help readers learn the skills they need to succeed A former student of Pulitzer Prize winning author Frank McCourt Angela s Ashes and his teacher in training she taught English language and literature for 20 years until she decided she could help many more people by teaching online

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[The Ultimate Roadmap to Profitable Digital Products For Beginners](#) Tasneem Khan, 2026-01-24. The Digital Product Economy Surpassed 2.5 Trillion in 2025: Are You Ready to Claim Your Share? Imagine a business model with no inventory, no shipping costs, and profit margins as high as 95%. This is the reality of digital products, and for the first time, you have a complete step-by-step roadmap to navigate it. In [The Ultimate Roadmap to Profitable Digital Products For Beginners](#), author Tasneem Khan cuts through the noise to provide a practical blueprint for building a scalable online asset. Whether you are a complete beginner or looking to scale an existing side hustle, this guide takes you from zero idea to launch day using proven strategies and modern tools. Inside, you will discover [The 7 Most Profitable Digital Assets](#). A deep dive into Online Courses, eBooks, Templates, Printables, Stock Content, Software, and

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INSIDE YOU LL DISCOVER

INTRODUCTION Comprehensive understanding of digital products Determining your niche Synthesizing product concepts Investigating market demand

PREPARING YOUR ITEM Establishing your product Developing a product Conducting a product test Establishing an online store

COST AND MARKETING STRATEGIES Pricing Your Product Techniques of marketing Introducing a product Managing customer support and sales Expanding your company

LEGAL AND BRANDING CONSIDERATIONS Legal aspects to consider Safeguarding your intellectual assets Choosing a selling platform Options for processing payments Constructing your brand

OPTIMIZING FOR SALES Developing energizing product descriptions Conversion optimizing your product pages Application of social media for marketing Email marketing methods

ANALYZING AND GROWING YOUR BUSINESS Sales data and metrics analysis Implementing customer retention strategies Managing returns and refunds Growing your product portfolio

COLLABORATING AND STAYING UPDATED Cooperating with additional creators Remaining informed regarding industry trends

Whether you re a creative artist a tech savvy developer or a passionate educator this book is designed to guide you through the entire process of making and selling digital products From understanding market demands and finding your niche to developing compelling product descriptions and optimizing your sales funnel every chapter is filled with valuable tips and proven strategies Empower your entrepreneurial journey with the knowledge and tools provided in this book Transform your passion into profit and establish a thriving online business Don t let hesitation hold you back Get your copy of *Making and Selling Digital Products for Beginners* today and make your mark in the digital marketplace

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George L Geyer,2023-09-26 Digital Commerce Strategies your necessary guide to unleashing the full potential of digital business In Digital Commerce Strategies you ll find creative techniques and time tested strategies to boost your online company Whether you re a seasoned e commerce entrepreneur or just beginning on your digital commerce adventure this book is your path to success Unveil the magic of Digital Commerce Strategies as it provides you Deep Insights Digital Commerce Strategies gives you with deep insights into the changing world of e commerce With this book you ll obtain a thorough grasp of the current trends technologies and techniques that may alter your online endeavor Proven approaches Inside you ll uncover a treasure mine of proven approaches and techniques that have catapulted enterprises to new heights From maximizing your online shop to mastering digital marketing this book leaves no stone left in helping you reach your e commerce objectives Strategic Excellence Elevate your strategic proficiency using Digital Commerce Strategies Unleash the potential of your internet company with a clear and successful game plan that sets you apart from the competition Don t miss this chance to enhance your digital commerce journey It s time to convert your e commerce aspirations become reality Digital Commerce Strategies is the compass that steers you toward success Get your copy now and let your e commerce business bloom

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