

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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PT Brinkman



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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

TABLE OF CONTENTS

WHAT S IN THIS GUIDE

INTRODUCTION

CHAPTER 1 WHY A DIGITAL BUSINESS

CHAPTER 2 GETTING STARTED WITH YOUR DIGITAL INFORMATION PRODUCT CREATION

CHAPTER 3 CREATING YOUR PRODUCT

CHAPTER 4 MARKETING YOUR BUSINESS THROUGH CONTENT

CHAPTER 5 CREATING YOUR EBOOK

CHAPTER 6 CREATING LINKS AND BUY BUTTONS AND PROCESSING PAYMENTS

CHAPTER 7 CREATING YOUR SALES LETTER

CHAPTER 8 CREATING A HIGHLY CONVERTING SALES LANDING PAGE

CHAPTER 9 LAUNCHING AND MARKETING YOUR PRODUCT

CONCLUSION

APPENDIX WORDPRESS CUSTOMIZATION HINTS AND TIPS

FURTHER READING

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

[Start and Grow a 6-Figure Digital Product Business](#) Justice Clement, 2025-01-14 Are you tired of the 9 to 5 grind Dreaming of financial freedom more time for yourself and the ability to work from anywhere in the world This book is your ticket to making those dreams a reality Introducing Start and Grow a 6 Figure Digital Product Business A Step by Step Guide to Creating Marketing and Scaling Profitable Digital Products the ultimate resource for anyone who wants to create sell and scale digital products without breaking the bank Why This Book Will Change Your Life In today s fast paced world digital products are a goldmine waiting to be discovered Whether you re a content creator aspiring entrepreneur or even someone with a full time job looking to generate passive income this book provides everything you need to succeed in the booming digital product industry Here s why this book is different from

anything else you've seen. Realistic Path to Success. We're talking about achieving a 6 figure income starting small, building on what you've got, and scaling steadily. No fluff, no over-promises, just a practical, actionable roadmap that leads to real, sustainable income. Step by Step Blueprint. Whether you're creating an e-book, course, printable, or even a membership site, this book covers all the bases, from finding your niche and building your product to setting up your sales platform, pricing, marketing, and growing your business. Every chapter breaks down the process into simple, manageable steps, so you never feel overwhelmed. Budget-Friendly and Realistic. This isn't a get-rich-quick scheme. This is a proven, practical approach to creating digital products that sell. You'll learn how to do it on a budget, using affordable tools and platforms while maximizing your profits. Digital Product Secrets from Industry Experts. You don't have to reinvent the wheel. We've compiled insights, strategies, and case studies from successful digital product creators who've already made it happen. You'll avoid costly mistakes and accelerate your progress. What You'll Learn: How to Create Profitable Digital Products. Learn the types of digital products that sell and how to create them with minimal resources. Niche Mastery. Discover how to choose the right niche for your digital products and validate your ideas before you even start. How to Price for Profit. Learn the psychology of pricing and how to price your digital products to attract buyers while maximizing your profits. Marketing Magic. Master social media marketing, email marketing, and paid ads to bring in consistent sales. The Power of Automation. Find out how to automate your sales and marketing, freeing up your time while your business runs smoothly. Scaling to 6 Figures and Beyond. Learn the strategies to scale your business beyond your initial goals, whether that's adding new products, building partnerships, or hiring a team. Who This Book Is For: Aspiring content creators who want to turn their passion into a profitable business. Digital marketers looking to add a new income stream with minimal investment. Entrepreneurs who want to create a scalable business that doesn't require constant manual labor. Anyone in Africa, Europe, America, or anywhere in the world who wants to take control of their financial future. Your Future Starts Today. You've probably seen others make their fortune with digital products. You've heard about the potential to create passive income, work from home, and live life on your own terms. Now it's your turn. This book takes you through every single step to build your digital product business, from choosing your niche to marketing your product and scaling it to a 6 figure income.

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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digital entrepreneurship Packed with actionable insights and step by step instructions this book will empower you to create and sell digital products that captivate your audience and drive sales

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

A Beginner's Guide to Selling Digital Products Online Andree Ochoa,2025-10-18 Are you ready to build a digital business but don t know where to start This practical step by step guide shows you exactly how to turn your ideas knowledge or creativity into profitable digital products that sell themselves Written by experienced digital entrepreneur Andree Ochoa this book is your blueprint for creating a sustainable income stream online Whether you re a freelancer creator coach or small business owner you ll learn how to plan build and scale digital products that generate income 24 7 without inventory shipping or limits

Inside You ll Learn How to choose the perfect digital product for your skills and market demand The secrets to creating high value offers people actually want to buy Pricing strategies that boost sales and position your brand for success How to set up your online store or WooCommerce website step by step Proven marketing and launch tactics that attract buyers even on a small budget Automation tools to help you generate passive income while you sleep

Why Readers Love This Guide Easy to follow no tech background required Real world advice from someone who s built and sold multiple digital products Practical exercises checklists and examples to help you take action immediately Perfect for anyone ready to start a profitable online business or side hustle

Social Media Monetization: Turn Your Content into Cash on Instagram and TikTok Jesse Miller,2025-10-12 Transform your social media presence into a real

source of income even if you're just starting out. Social Media Monetization is your step-by-step guide to turning Instagram and TikTok content into cash. Whether you're a beginner or looking to grow your existing account, this book teaches you how to attract followers, engage your audience, and monetize your content effectively. Why this book will work for you: Step-by-step strategies, learn how to create content that attracts followers, drives engagement, and generates income. Platform-specific guidance: Tailored advice for Instagram and TikTok to maximize your reach and revenue. Monetization tactics that work: Discover methods like brand partnerships, affiliate marketing, digital products, and sponsored content. Beginner-friendly approach: No prior experience required; the book breaks down every essential concept into actionable steps. What's inside: How to grow your social media following organically and authentically; techniques to engage your audience and keep them coming back; strategies to turn followers into paying customers and sponsors; tools, apps, and methods to streamline content creation and management; case studies and examples from successful creators to help you avoid mistakes. Benefits you'll notice: Start earning money from your content quickly, even with a small following; build a scalable social media business that can grow with your audience; gain visibility and influence in your niche or industry; work from anywhere and enjoy the flexibility of content creation as a business. Who this book is for: Beginners who want to start monetizing Instagram and TikTok content; social media influencers looking to maximize revenue from their platforms; entrepreneurs and creators seeking new income streams using social media. Why buy this book now: Stop guessing how to make money from social media or wasting time on outdated strategies. Social Media Monetization gives you actionable steps, platform-specific tactics, and proven methods to turn your content into cash. Start building a profitable social media presence today. Click Buy Now to turn your creativity into real income and grow your online influence.

The Absolute Beginner's Guide to Digital Products

Nuno Silva, 2026-02-07 Are you ready to turn your knowledge into income but feel overwhelmed by jargon and complex strategies? This book is your accessible step-by-step guide to launching your first digital product. Designed specifically for absolute beginners, The Absolute Beginner's Guide to Digital Products demystifies the entire process from finding your profitable idea and validating it without wasting time to crafting engaging content and selling it online with confidence. Forget intimidating tech talk and corporate innovation; this blueprint focuses on practical, actionable steps for individual creators. Learn crucial market research, modern marketing tactics, essential legal insights, and how to scale your success. Your journey to online entrepreneurship starts here, simple, clear, and focused on your success.

Creating and Selling Digital

Products Online Asha Moria, 2023-05-06 Creating and Selling Digital Products Online is a book that provides a step-by-step guide to help individuals and businesses create and sell digital products online. The book covers various types of digital products, including ebooks, courses, templates, software, and more. It includes useful tips, tools, and resources to help you create and sell your digital products successfully. Whether you are a seasoned online entrepreneur or just starting, this book will provide you with the knowledge and skills you need to turn your passion into a profitable online business. [Digital](#)

Commerce Strategies 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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Table of Contents Case Study Examples Organically Step By Step Guide To Selling Digital

1. Understanding the eBook Case Study Examples Organically Step By Step Guide To Selling Digital
 - The Rise of Digital Reading Case Study Examples Organically Step By Step Guide To Selling Digital
 - Advantages of eBooks Over Traditional Books
2. Identifying Case Study Examples Organically Step By Step Guide To Selling Digital
 - 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 Case Study Examples Organically Step By Step Guide To Selling Digital
 - User-Friendly Interface
4. Exploring eBook Recommendations from Case Study Examples Organically Step By Step Guide To Selling Digital
 - Personalized Recommendations
 - Case Study Examples Organically Step By Step Guide To Selling Digital User Reviews and Ratings
 - Case Study Examples Organically Step By Step Guide To Selling Digital and Bestseller Lists

5. Accessing Case Study Examples Organically Step By Step Guide To Selling Digital Free and Paid eBooks
 - Case Study Examples Organically Step By Step Guide To Selling Digital Public Domain eBooks
 - Case Study Examples Organically Step By Step Guide To Selling Digital eBook Subscription Services
 - Case Study Examples Organically Step By Step Guide To Selling Digital Budget-Friendly Options
6. Navigating Case Study Examples Organically Step By Step Guide To Selling Digital eBook Formats
 - ePub, PDF, MOBI, and More
 - Case Study Examples Organically Step By Step Guide To Selling Digital Compatibility with Devices
 - Case Study Examples Organically Step By Step Guide To Selling Digital Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Case Study Examples Organically Step By Step Guide To Selling Digital
 - Highlighting and Note-Taking Case Study Examples Organically Step By Step Guide To Selling Digital
 - Interactive Elements Case Study Examples Organically Step By Step Guide To Selling Digital
8. Staying Engaged with Case Study Examples Organically Step By Step Guide To Selling Digital
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Case Study Examples Organically Step By Step Guide To Selling Digital
9. Balancing eBooks and Physical Books Case Study Examples Organically Step By Step Guide To Selling Digital
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Case Study Examples Organically Step By Step Guide To Selling Digital
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Case Study Examples Organically Step By Step Guide To Selling Digital
 - Setting Reading Goals Case Study Examples Organically Step By Step Guide To Selling Digital
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Case Study Examples Organically Step By Step Guide To Selling Digital
 - Fact-Checking eBook Content of Case Study Examples Organically Step By Step Guide To Selling Digital
 - 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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