

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

Services Marketing Case Study Solutions Aomsoore

Anita Goyal



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Services Marketing: Concepts, Strategies, & Cases K. Hoffman, John Bateson, 2016-01-01 Readers examine the use of services marketing as a competitive tool from a uniquely broad perspective with Hoffman Bateson's SERVICES MARKETING CONCEPTS STRATEGIES AND CASES 5E Using a reader friendly streamlined structure this book explores services marketing not only as an essential focus for service firms but also as a competitive advantage for companies that market tangible products A wealth of real examples feature a variety of businesses from industries both within and beyond the nine service economy supersectors education and health services financial activities government information leisure and hospitality professional and business services transportation and utilities wholesale and retail trade and other services Cutting edge data addresses current issues such as sustainability technology and the global market giving readers valuable insights and important skills for success in business today Important Notice Media content referenced within the product description or the product text may not be available in the ebook version

Services Marketing: Text and Cases Harsh V. Verma, The second edition of Services Marketing Text and Cases takes a leap forward to develop a strategic perspective to the service marketing framework Extensively revised and restructured this edition includes five additional chapters aimed at widening the reader's horizons for a richer learning experience The book begins with an initiation into the field of services and then develops an appreciation of the service marketing system The focus is then directed at service strategy and the creation of sustainable differentiation The book finally looks at the management of operational issues such as quality demand matching recovery and empowerment

Essentials of Services Marketing Jochen Wirtz, 2012-08-31 Make it easy for students to understand Clear Simple Language and Visual Learning Aids The authors use simple English and short sentences to help students grasp concepts more easily and quickly The text consists of full colored learning cues graphics and diagrams to capture student attention and help them visualize concepts Know Your ESM presents quick review questions designed to help students consolidate their understanding of key chapter concepts Make it easy for students to relate Cases and Examples written with a Global Outlook The first edition global outlook is retained by having an even spread of familiar cases and examples from the world's major regions 40% from American 30% from Asia and 30% from Europe Help students see how various concepts fit into the big picture Revised Framework An improved framework characterized by stronger chapter integration as well as tighter presentation and structure Help instructors to prepare for lessons Enhanced Instructor Supplements Instructor's Manual Contain additional individual and group class activities It also contains chapter by chapter teaching suggestions Powerpoint Slides Slides will feature example based teaching using many examples and step by step

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Services Marketing K. Douglas Hoffman, John E. G. Bateson, 2006 Offers a managerial perspective on services marketing with special emphasis on B2B services technology and global services It includes cases to further illustrate concepts and offers coverage on creating the seamless service form to support a customer focused organisational culture

Marketing Plans for Services Malcolm McDonald, Pennie Frow, Adrian Payne, 2011-09-26 The marketer is taken step by step through the key phases of the marketing planning process and alerted to the barriers that can prevent a service organization being successful in introducing marketing planning Practical frameworks and techniques are suggested for undertaking the marketing planning process and implementing the principles covered The authors highlight key misunderstandings about marketing and the nature of services and relationship marketing

Publisher Innovations in Services Marketing and Management Anita Goyal, 2014 This book presents insights into marketing strategies and tactical perspectives in both large and small enterprises exploring case studies contemporary research and theoretical frameworks in effective business management

Professional Services Marketing William Winston, Frederick G Crane, 2013-10-18 The days of professionals simply hanging a shingle and waiting for clients to beat a path to the door are long gone The marketplace is crowded with new service professionals of all types from CPAs and attorneys to health care providers and competing service organizations Professionals must realize that their services no matter how good they are simply will not sell themselves Services marketing is the key to the game and here is the most concise easy to understand jam packed source of services marketing Professional Services Marketing provides a very readable and simple introduction to the marketing process for the professional service environment It gives professionals an inexpensive way to successfully develop a strong client base and grow in a competitive marketplace Using a step by step approach this new book provides both strategic and tactical guidance for both the new and seasoned marketing careerist Distinguished expert and international authority Fred Crane offers a realistic overview of the marketing process and

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technical environments over time Each volume takes a distinct time period and theme as its subject Volumes one to three offer the last word on services marketing research of the 20th century with volume four looking towards a unified marketing approach for the current century **Services Marketing** Rajendra Nargundkar,2010 *Services Marketing A Strategic Approach* Karen P. Goncalves,1995

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