



Website Experience (Shopify Build)

The Shopify build focused on bold storytelling, high-conversion architecture, and subscription-first commerce.

Pages Built

1. Home
 2. Shop
 3. Product Details
 4. Subscribe
 5. Blog & Blog Details
 6. Contact Us
 7. FAQ
 8. Earn Rewards
 9. My Account
 10. Gift Card
 11. Founder Story
 12. Find Store
 13. Privacy Policy
 14. Terms & Conditions
 15. 404 (Page Not Found)
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Soulopop – The Rise of the Modern Soda

Overview [Soulopop](#)

Soulopop is a new-generation soda brand built for today's bold, health-aware Gen Z consumer. Positioned between traditional sugary sodas and overly medicinal functional drinks, Soulopop delivers a clean, crave-worthy taste packed with electrolytes, gut-friendly prebiotics, and natural ingredients – without caffeine or artificial sweeteners.

Built on **Shopify**, the brand's digital experience reflects its adventurous, hero-driven personality while seamlessly supporting subscriptions, bundles, and loyalty-driven growth.



Modern Soda

The next evolution of soda – made to crave

Product Positioning

Everyday Refreshment. Zero Compromise.

Core Benefits:

- ⚡ Gentle electrolytes (Sodium, Potassium, Magnesium)
- 🌱 3g dietary fiber (11% DV) from organic agave inulin
- 🌿 Natural ingredients only
- 🚫 No caffeine
- 🚫 No artificial sweeteners
- 70 calories per 12oz can
- Balanced sweetness (5g cane sugar, 9–12g total sugars)

Ingredients:

Carbonated water, pear juice concentrate, prune juice concentrate, organic agave inulin, cola-type natural flavor, evaporated coconut water, lemon juice concentrate, cane sugar.

The messaging focuses on:

- Familiar ingredients
 - Gentle functional benefits
 - Clean taste
 - Anytime drinking occasion
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Homepage Strategy

The homepage immediately establishes Soulopop as a **movement, not just a beverage.**

Above the Fold:

- Bold hero statement: "Meet the Modern Soda."
- Clear functional callouts Banner :
 - Electrolytes
 - Prebiotics
 - Natural Ingredients

Mid-Section:

- Collection of the products and allow cart button.
- Benefit icons for scannability
- Collection CTA

Conversion Drivers:

- Our Story
 - Subscription CTA
 - Sign Up Now
 - Trending Blogs Posts
 - Subscribe newsletter form
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Product Detail Pages

The screenshot shows the product detail page for Soulo Pop Fresh Vibes. At the top, a yellow banner reads "Start the year with a flavor legacy: PreOrder Now!". The header features the Soulo Pop logo, "Shop Find Store", and user icons. The main content area includes a large image of a green can of Fresh Vibes, a smaller image of the can with lemons and limes, and a large illustration of the can in a tropical pool setting. To the right, the product name "Fresh Vibes" is displayed with a 5-star rating and "1 reviews". A description states: "Bright citrus-lime sparkling soda with crisp bubbles and just the right sweetness. Designed for clean, all-day refreshment." Below this are three product options: "Glow Up" (a pink can), "OG Cola" (a red can), and "Variety Starter Pack" (three cans). A "Size" section shows "12-Pack (12oz cans)" with a diagonal line through it. The "Purchase Options" section offers "One-time purchase" for \$29.99 and "Subscribe and Save" for \$28.49 with a "Save 5%" badge. A "Subscription details" link is below. At the bottom are "Add to Cart" and "Buy with shop" buttons, with a "More payment options" link.

Designed to convert curiosity into commitment.

Key Elements:

- Product Visuals frames
- Full products information
- Ingredient transparency
- Full Nutrition Facts panel
- Traditional vs Functional vs Soulopop comparison
- Functional breakdown (Electrolytes + Prebiotics explained)
- Subscription toggle (One-time vs Subscribe & Save)
- Bundle incentives
- Reviews integration (Okendo)

- Related Products
- FAQ

Ingredients :

5g Cane Sugar*

*Includes 5g added sugar from cane sugar.

9g total sugar per can.

See Nutrition Facts for details.

Everyday refreshment.

No caffeine Good source of fiber + With gentle electrolytes

‡Made with familiar ingredients No artificial sweeteners † Good source of fiber provides 10–19% of the daily value per serving.

‡Contains sodium, potassium and magnesium, electrolytes.

See Nutrition Facts for details.

Carbonated water, Pear juice concentrate, Prune juice concentrate, Organic agave inulin, Cola type natural flavor, Evaporated coconut water, Lemon juice concentrate, Cane Sugar.



Electrolytes



Prebiotics



Natural Ingredients

Nutrition Facts

Serving size	12 oz
Amount per serving	
Calories	70
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 40mg	0%
Total Carbohydrate 18g	6%
Dietary Fiber 3g	11%
Total Sugars 12g	
Includes 3g Added Sugars	6%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 1mg	2%
Potassium 190mg	4%
Magnesium 15mg	

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Subscription Strategy

Powered by **Loop Subscriptions**. Soulopop is designed for **everyday refreshment**, not occasional indulgence.

Features:

- Flexible delivery intervals
- Easy swap & manage
- Incentivized discounts
- Subscriber-only perks

The Subscribe page educates users on:

- Why daily functional hydration matters

- Cost savings
- Loyalty stacking

The screenshot shows the SOULO POP product page. At the top, there is a navigation bar with the SOULO POP logo, 'Shop Find Store' text, and user account and shopping cart icons. The main content area features three images of the product: a single can, a can surrounded by tropical fruits, and a can on a pool float. To the right, the 'Purchase Options' section offers a 'One-time purchase' for \$29.99 and a 'Subscribe and Save' option for \$28.49 with a 'Save 5%' badge. Below this, the subscription frequency is set to 'Deliver every month', and a list of benefits includes never missing a delivery, exclusive savings, automatic reorders, flexible delivery frequency, and full control to pause or cancel. There are 'Add to Cart' and 'Buy with shop' buttons, along with a 'More payment options' link. A disclaimer at the bottom states: 'This item is a recurring or deferred purchase. By continuing, I agree to the cancellation policy and authorize you to charge my payment method at the prices, frequency and dates listed on this page until my order is fulfilled or I cancel, if permitted.'

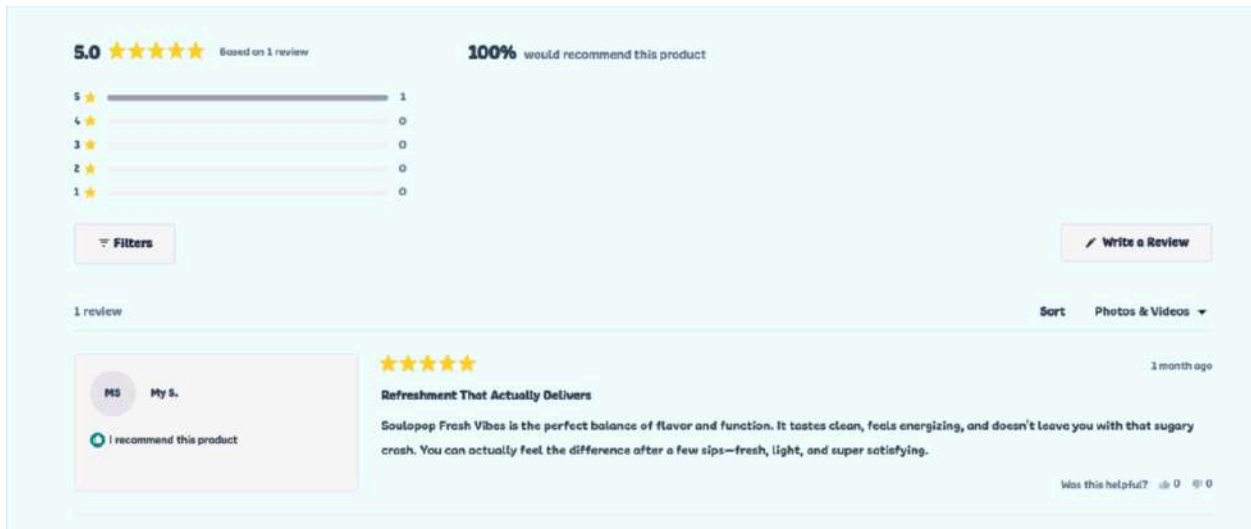
Reviews & Loyalty

Integrated using **Okendo: Reviews & Loyalty**.

Strategy:

- Photo & video reviews to build authenticity
- Points for:
 - Purchases
 - Referrals

- Social shares
- Tier-based rewards to gamify retention



Bundling Strategy

Both **single products and curated bundles** were offered:

- Flavor Variety Packs
- Starter Bundles
- Subscription Bundles

Bundles:


- Increase AOV
- Encourage flavor exploration
- Improve subscription retention



Choose Your Subscription

Variety Starter Pack

\$16.99 ~~\$20.99~~ Save 19%



Deliver every month

- 1 +

Add To Cart

Brand Impact

Soulopop successfully carved out a third lane in the soda market:

Not traditional.

Not medicinal.

Modern.

It redefined soda as:

- Balanced
- Body-friendly
- Flavor-forward
- Subscription-ready
- Gen Z aligned

Why It Works

Soulopop wins because it balances:

- Function without heaviness
 - Sweetness without spikes
 - Taste without guilt
 - Energy without caffeine
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Conclusion

By leveraging Shopify, Loop Subscriptions, and Okendo Reviews & Loyalty, Soulopop launched as a high-converting, retention-focused modern soda brand.

The strategy centered on:

- Clear category differentiation
- Subscription-first design
- Bundle optimization
- Trust through transparency
- Hero-driven storytelling

Soulopop didn't just launch another beverage.

The logo for Soulopop, featuring the words "SOULO" and "POP" stacked vertically in a bold, black, sans-serif font. The letters are slightly tilted to the right, giving it a dynamic and energetic feel.