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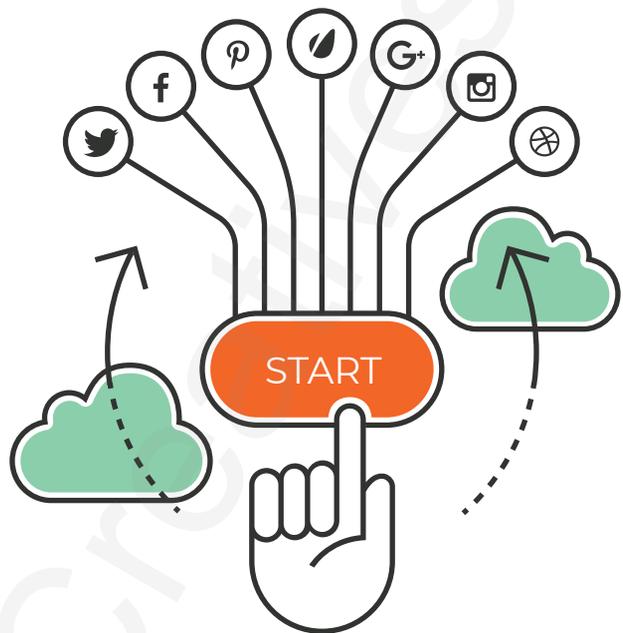
MARKETING TIPS FOR CBD BRANDS



THE DO'S AND DONT'S OF DIGITAL MARKETING
FOR CBD, HEMP AND MARIJUANA BRANDS.

CBD DIGITAL MARKETING

Facebook, Instagram, Google, Amazon and, most recently, Snapchat don't allow CBD brands to run paid ads! Our CBD Brands are differentiating themselves with valuable organic **content supported by strong SEO strategies, beautiful branding, interactive websites, user-generated social content and earned media.**



SO...DON'T LINK TO PROHIBITED CONTENT



Social Networks have algorithms that track the content you are posting. Linking prohibited content (tempted by competitors) that leads to a website that's violating their guidelines you run the risk of being completely shut down.

YES, THERE ARE CREATIVE TACTICS THAT YOU MAY HAVE THOUGHT TO ADVERTISE ON SOCIAL MEDIA, **BUT KEEP IN MIND THIS WOULD ONLY BE THE END** OF YOUR MARKETING CAMPAIGN.

WHAT TO DO TO GAIN:
TRAFFIC, LEADS AND
CUSTOMERS?

87%

OUTSOURCE!

One option is to outsource your marketing to an agency with a team of experts (*designers and marketers*) that will be on the constant lookout for ways to market your brand and help you grow revenue.

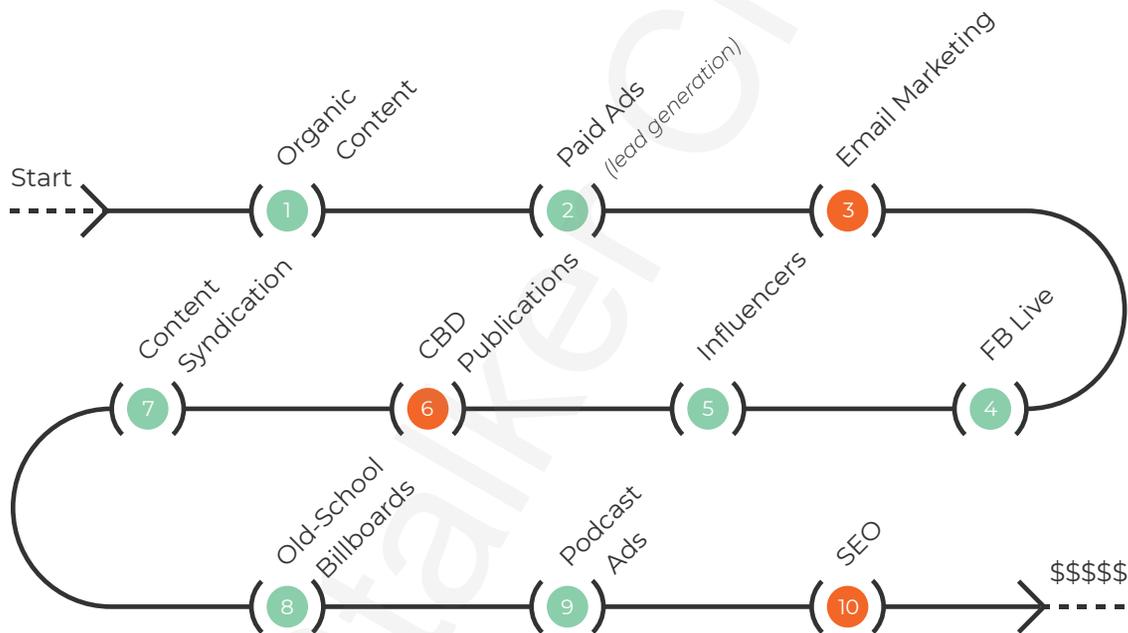


Hiring an agency means saying good-bye to all internal costs of hiring different employees for different marketing roles, **saving you up to 30% in marketing costs, annually!**



30 PERCENT

BUT IF YOU'RE GOING TO **ATTEMPT TO DO IT YOURSELF**, **HERE ARE SOME STRATEGIES** WE HAVE TESTED THAT COULD WORK FOR YOUR CBD COMPANY:



1. ORGANIC CONTENT

HERE'S WHERE YOU FIND YOUR FORMULA

AWARENESS + BRAND STORY + EDUCATE + ENTERTAIN + SALES

RECOMMENDED PLATFORMS: Facebook, Instagram, P interest, Snapchat

QUANTITY TO POST: We advise *daily posts* with *at least 3 stories* per day





HASHTAGS: Be sure to research relevant hashtags, along with *tagging* well-known CBD digital accounts on your posts and stories.

***THIS CONTENT CAN BE RE - PURPOSED ACROSS EVERY OTHER MARKETING CHANNEL TO CREATE A COHESIVE IMAGE AND MESSAGE INCORPORATING SPECIFIC DETAILS RELEVANT TO EACH PLATFORM.**

2. PAID ADS

WITH A LEAD GENERATION STRATEGY

QUIZZES • SURVEYS • QUIZZES • SURVEYS • QUIZZES • SURVEYS



So far we know we can't advertise CBD on social media *but one way to lead acquisition* is setting up targeted campaigns that offer interactive quizzes to *collect user data*.

If you're in the CBD Business, ideas on how you can run interactive quizzes on social media *depend on your target market*.

The Stalker Creatives can help you with these ideas!

Have been proven to decrease cost per lead acquisitions for a lot of top marketers.

QUIZZES

WHAT TO DO WITH ALL THE LEADS YOU'VE JUST COLLECTED...

3. FOCUS ON EMAIL MARKETING

GROW YOUR SUBSCRIBER LIST!

THE 2 MOST IMPORTANT KPI'S FOR CBD BRANDS:

SOCIAL FOLLOWERS

EMAIL SUBSCRIBERS





Email marketing has been proven to be **one of the most effective revenue-driving channels** available to any brand.

By leveraging segmentation and automation, email marketing **delivers personalized content** based on your subscribers':

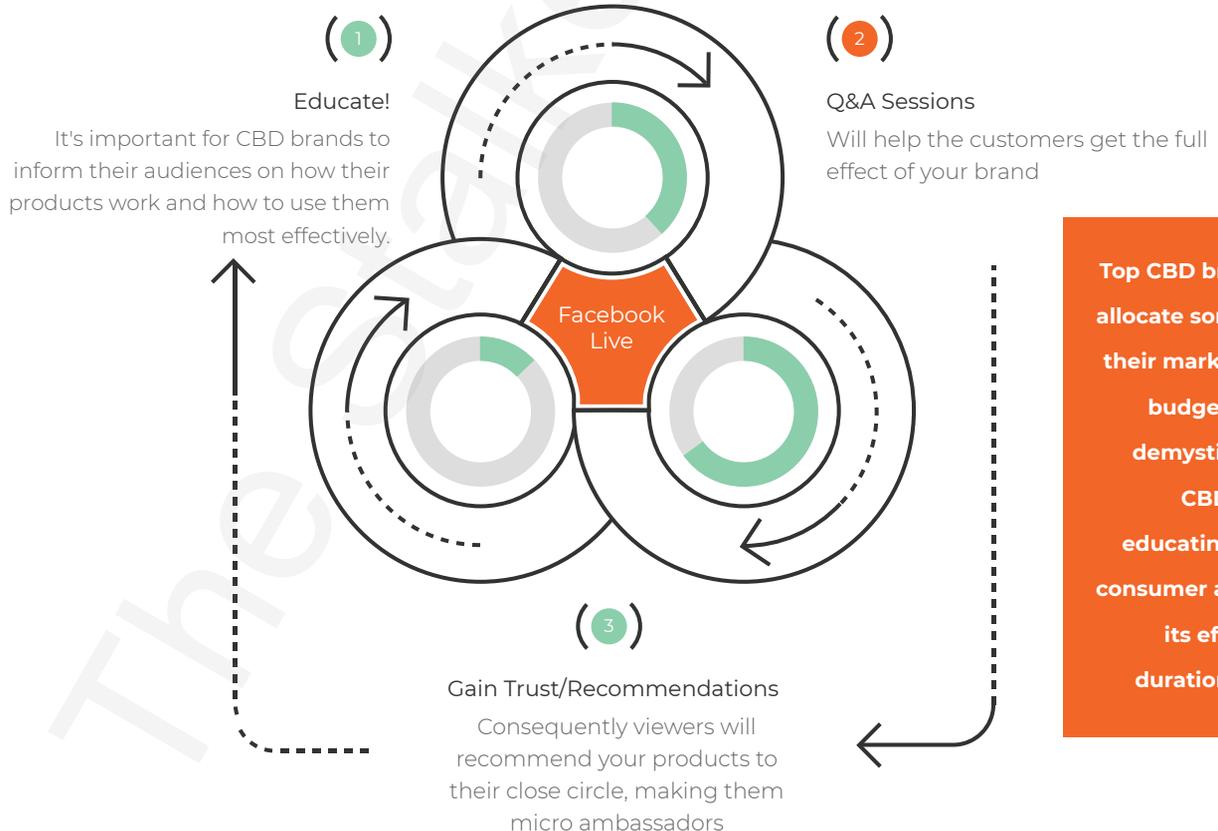


Ultimately, you can drive quality traffic back to your site and encourage purchasing!

Basically, focus on growing your email list - it will cost the same to design, code and automate your campaigns whether you're sending it to 100 or 100,000 subscribers.



4. FACEBOOK AND IG LIVE **LIVE**



5. WORKING WITH INFLUENCERS

WORKING WITH INFLUENCERS AND THEIR FOLLOWING COMMUNITY.

NOTHING GETS BETTER THAN THIS.

*Influencer marketing can generate as much as **11X** the ROI of banner advertising.*

FACT

The key to making sure that influencer efforts will work for your brand, is **to work with as many relevant influencers as possible at once.**

Platforms like **Tap Influence** will help you find the right influencers. Sometimes influencers with smaller, niche audiences a.k.a **Micro Influencers** can make better partners for brands.

INFLUENCER AFFILIATE MARKETING

Because affiliate fees are **completely performance-based**, working with affiliate influencers offers your brand a **low-risk way to generate quality traffic and sales** and cut the cost per post.

90%

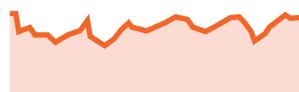
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6. ONLINE CBD PUBLICATIONS

By **placing your content into publications** like **Civilized.life** or **Mantis Ad Network**, **with millions of active readers** of all shapes and sizes, you can leverage their audiences to grow awareness for your brand.

+25% ▲

Civilized.



+73% ▲



7. BILLBOARD ADVERTISING

BILLBOARDS. SOUND OLD-SCHOOL, BUT THEY WORK!

This traditional form of marketing presents a **great way to grow awareness** and move products in specific retail locations. **The drawback?** *It can get expensive.*



8. PODCAST ADS



Marketing your brand to **dedicated podcast listeners** is another great way to **boost awareness**.

Though it can be expensive, placing ads into relevant podcasts **associates your brand with personalities listeners trust**.

9. SEO

SEO is **the process of optimizing the CBD content on your website** with a relevant **keyword strategy** so that search engines like Google and Bing can **easily index your site's pages**, so that they show up on page 1 for popular CBD search phrases.

FOR EXAMPLE, IF POTENTIAL CUSTOMERS ARE SEARCHING FOR INFORMATION ON CBD USING SEARCH PHRASES LIKE:

- + "what is cbd?"
- + "cbd oil for pain management"
- + "cbd oil for anxiety"
- + "cbd oil for side effects"

...they most likely aren't ready to buy CBD right away.

However, these people **represent future customers to your CBD store**.

WHAT'S SEO?

Search Engine Optimization!





PROVIDE ANSWERS!

Help consumers with their questions, in the form of high-quality content published on your website and they'll **likely shop your brand** when they're ready to try CBD products.

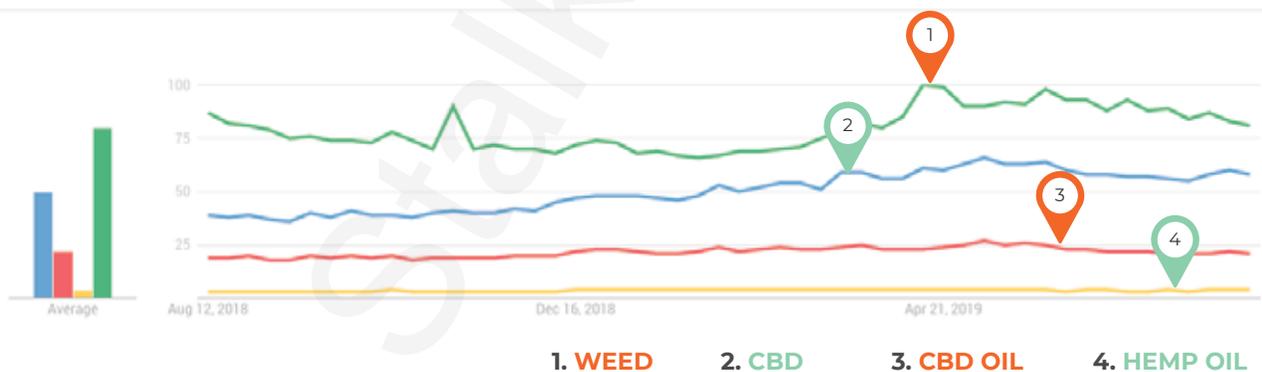


The phrase "what is cbd oil" appeared in Bing search **12,460 times** in the last 3 months! Bing holds approximately 33% market share in the US. **Google has the rest.**

TRENDS FOR CBD, CBD OIL, HEMP & WEED ON:

Google

Interest over time ?



USERS INTERESTED IN THESE TRENDS ALSO OBTAINED RESULTS FOR:

IGNITE CBD | IGNITE | YOUR CBD STORE | PREMIUM CBD

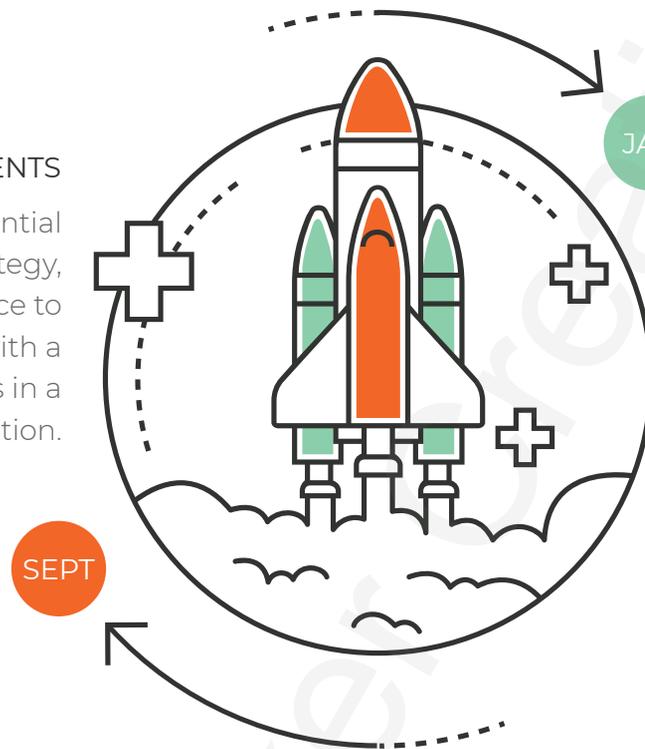
Let us help you!
With a great SEO Strategy.

THIS COULD BE YOUR BRAND!

10. EXPERIENTIAL MARKETING

ALSO KNOWN AS ENGAGEMENT MARKETING

EVENTS
An experiential marketing strategy, invites an audience to interact with a business in a real-world situation.



CREATE A BRAND EXPERIENCE

Using participatory, hands-on, and tangible branding material, the business can show its customers not just what the company offers, but what it stands for.

Consider that **49% of attendees at branded events create videos of it**, a significant percentage of which is shared on social media. .

CBD FACT

People talk about remarkable experiences, and **the brands that create them.**

CONGRATULATIONS! YOU'RE NOW AN EXPERT CBD MARKETER!

OFFER

A MARKETING

FOR YOU!

✿ CBD MARKETING IS A CHALLENGE ON ITS OWN ✿

With a lack of awareness and the restrictions of major digital platforms **CBD brands are finding other ways to spread their message with our help!**

OUR OFFER TO YOU:



+ OFF +
10%
+
**MARKETING
PACKAGES**

IF YOU ARE READY TO PROMOTE YOUR CBD PRODUCTS WITH US,
WE CAN HELP YOU WITH EXPERIENCED CBD MARKETING AND MANAGED SERVICES.



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