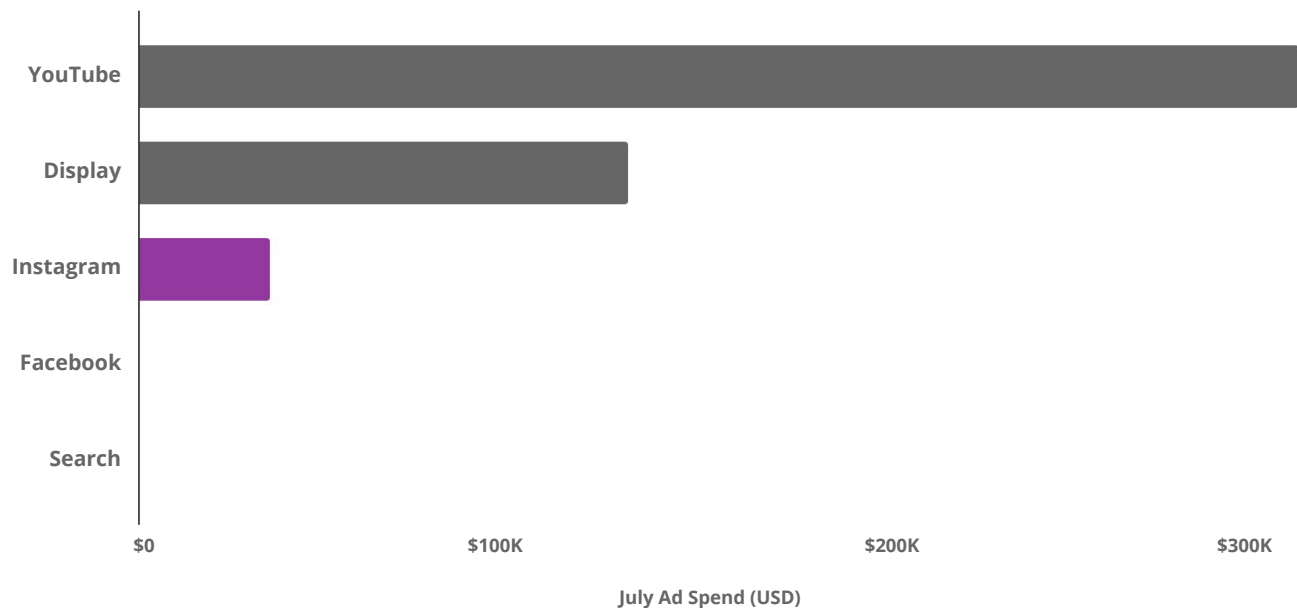




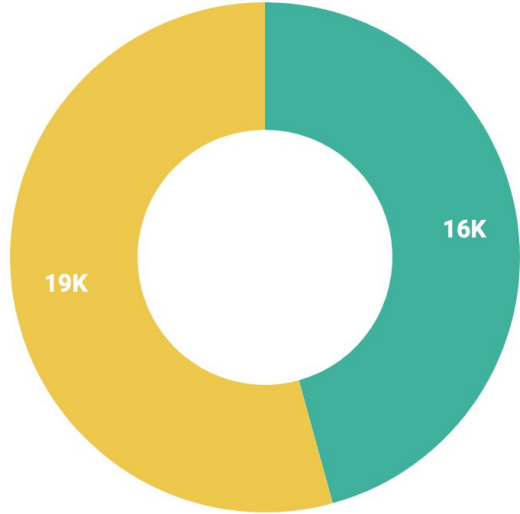
**Navigating Instagram
Advertising Policies
Cannabis**

In July, Charlotte's Web allocated 7% (\$35K) of their ad spend to **Instagram**.



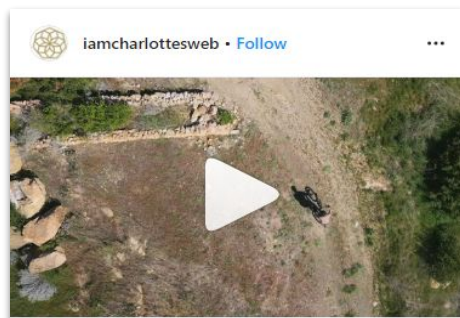
Charlotte's Web split their Instagram spend almost evenly on **Stories** & **Posts**

July Instagram Spend by Creative Type



Charlotte's Web concentrated their video post spend on ads that were focused on both product & brand awareness.

Product Awareness



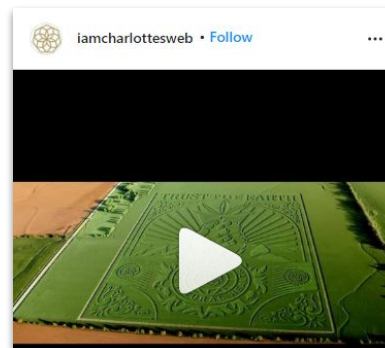
[Click to view](#)

Spend: **\$2.1K** | Impressions: **304K** | CPM: **\$3.94**

- Ad length: 30 seconds
- Focused on their hemp-infused balm stick
- Highlights benefits of natural pain remedies with text overlay
- **Tag line:** "Trust the earth"

Campaign Length: **49 days** (May 28th 2020 - July 16th 2020)

Brand Awareness



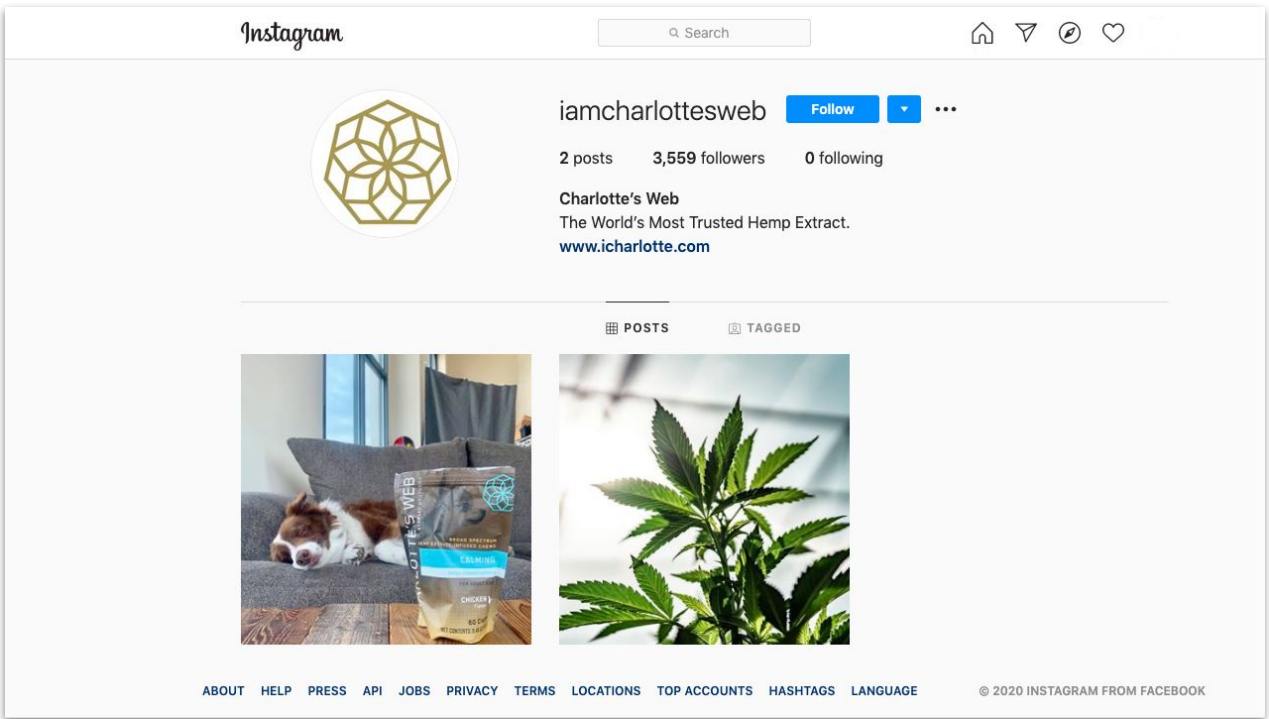
[Click to view](#)

Spend: **\$300** | Impressions: **48.3K** | CPM: **\$6.21**

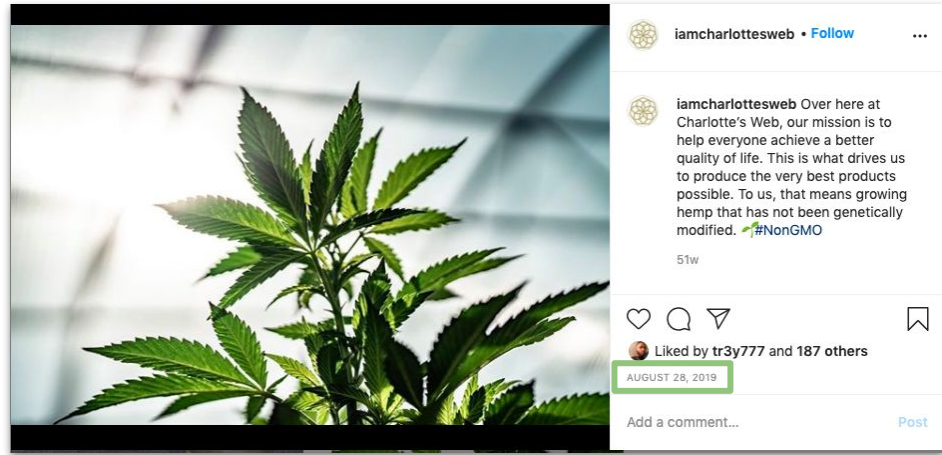
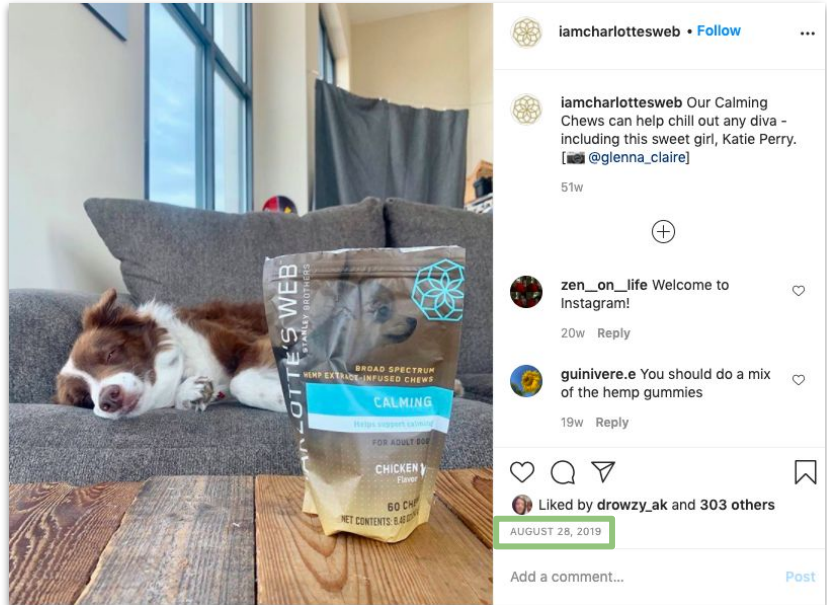
- Ad length: 90 seconds
- Focused on giving everyone an opportunity to access hemp products
- Evokes a sense of camaraderie with those who need access to hemp products
- **CTA:** Join us in the fight at trusttheearth.com

Campaign Length: **23 days** (July 24th 2020 - Aug. 16th 2020)

Charlotte's Web did not run these ads from their [main Instagram account](#), but rather another account called [iamcharlottesweb](#).



This account has not posted since 2019 and looks to be only used to run ad campaigns.



The account links to [icharlotte.com](https://www.icharlotte.com) instead of [charlottesweb.com](https://www.charlottesweb.com) & focuses on the keyword “hemp extract.”

The image displays two screenshots side-by-side. On the left is an Instagram profile for 'iamcharlottesweb'. The profile picture is a gold geometric logo. The bio reads 'Charlotte's Web The World's Most Trusted Hemp Extract.' and includes a link to 'www.icharlotte.com'. A green arrow points from this link to the right. On the right is a screenshot of the website 'CHARLOTTE'S WEB STANLEY BROTHERS'. The website features a dark wood background with a bottle of hemp extract. The main text on the website says 'SAVE 40-70% AT OUR OVERSTOCK SALE' and 'SHOP NOW'. The navigation bar includes 'SHOP HEMP', 'SUBSCRIBE & SAVE', 'PRODUCT FINDER', 'EXPLORE', and 'BLOG'.

Icharlotte.com has replaced the word “CBD” with “Hemp” to bypass Facebook’s ad restrictions.

[icharlotte.com](https://www.icharlotte.com)

Free Shipping & Handling on all orders over \$74

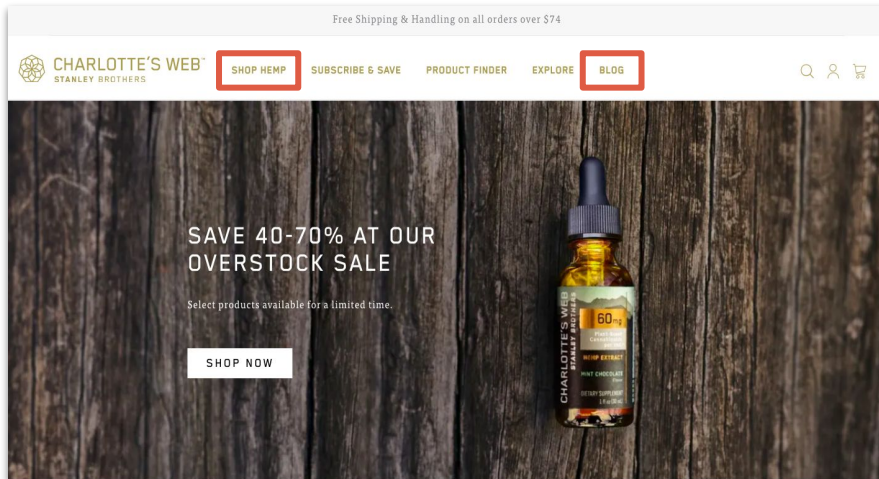
CHARLOTTE'S WEB
STANLEY BROTHERS

SHOP HEMP SUBSCRIBE & SAVE PRODUCT FINDER EXPLORE BLOG

SAVE 40-70% AT OUR
OVERSTOCK SALE

Select products available for a limited time.

SHOP NOW



[charlottesweb.com](https://www.charlottesweb.com)

Free Shipping & Handling on all orders over \$74

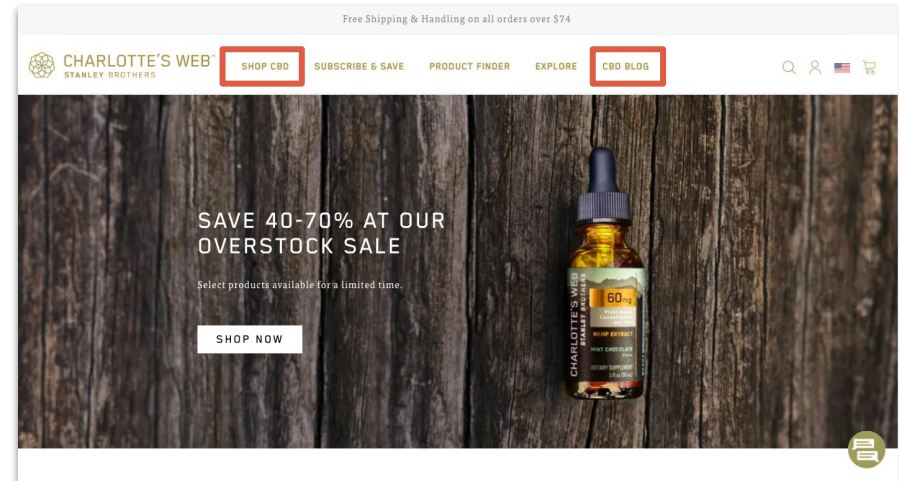
CHARLOTTE'S WEB
STANLEY BROTHERS

SHOP CBD SUBSCRIBE & SAVE PRODUCT FINDER EXPLORE CBD BLOG

SAVE 40-70% AT OUR
OVERSTOCK SALE

Select products available for a limited time.

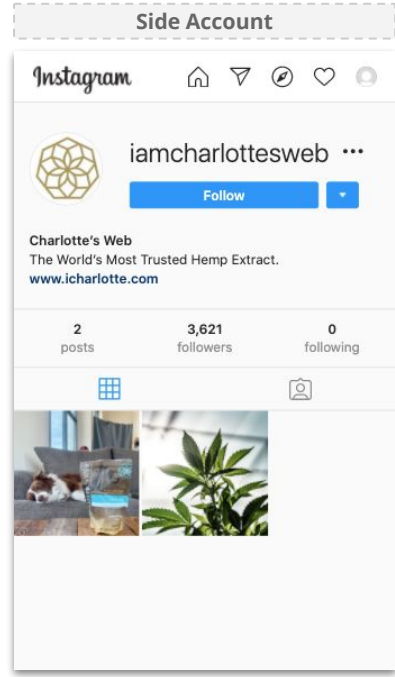
SHOP NOW



It appears that Charlotte's Web is attempting to circumnavigate Facebook's policies around CBD advertising by using separate Instagram account and tweaking the language on their advertised website to remain compliant.



Removal of side Instagram account not as detrimental as removal of main account, which would result in a loss of over 70K followers.



The intent behind this strategy, aside from compliance with current ad policies, is to avoid any possible negative repercussions to their main account and website. Here are some best practices to follow if attempting the same strategy:



Create a new Facebook page or Instagram account

Make sure new accounts do not mention CBD or cannabidiol on the page/account



Create a facsimile of your website with unique URL

Remove CBD-related keywords from website. Do not include terms related to CBD in the domain name



Create a Facebook or Instagram ad that focuses on the benefits of your product

Do not mention CBD in the ad copy or have the words present in the image; avoid direct images of CBD as well. Be creative!



Target audiences with an interest in "hemp" or "hemp oil" and launch your campaign

Again, do not include CBD or cannabidiol in your campaigns

Things to Remember:

- Ads for ingestible hemp products are **not allowed**
- Ads for topical hemp products **are allowed**
- Ads can link to landing pages that include topical CBD and ingestible hemp products, the ingestible products cannot be included in the ad or link to a landing page that is only focused on ingestible hemp.

Takeaways

Key Findings

Charlotte's Web is able to run Facebook & Instagram ads by using both a separate Instagram account & website which do not mention CBD: Charlotte's Web rather focuses on the keyword "hemp extract" to circumnavigate Facebook ad policies around CBD.



What Brands Should Be Thinking About

Implement best practices if you are interested in running ads on Facebook or Instagram: Remember, there are negative repercussions that can result from trying to advertise CBD related products on Facebook or Instagram. It is recommend to pursue advertisement after other organic tactics have been exhausted, such as community engagement, getting involved in popular hashtags, influencer partnerships, etc.