

The logo for cbdMD, featuring the brand name in a white, sans-serif font on a blue background.

cbdMD

**Podcast Partnerships
That Drive CBD Sales**

Cannabis

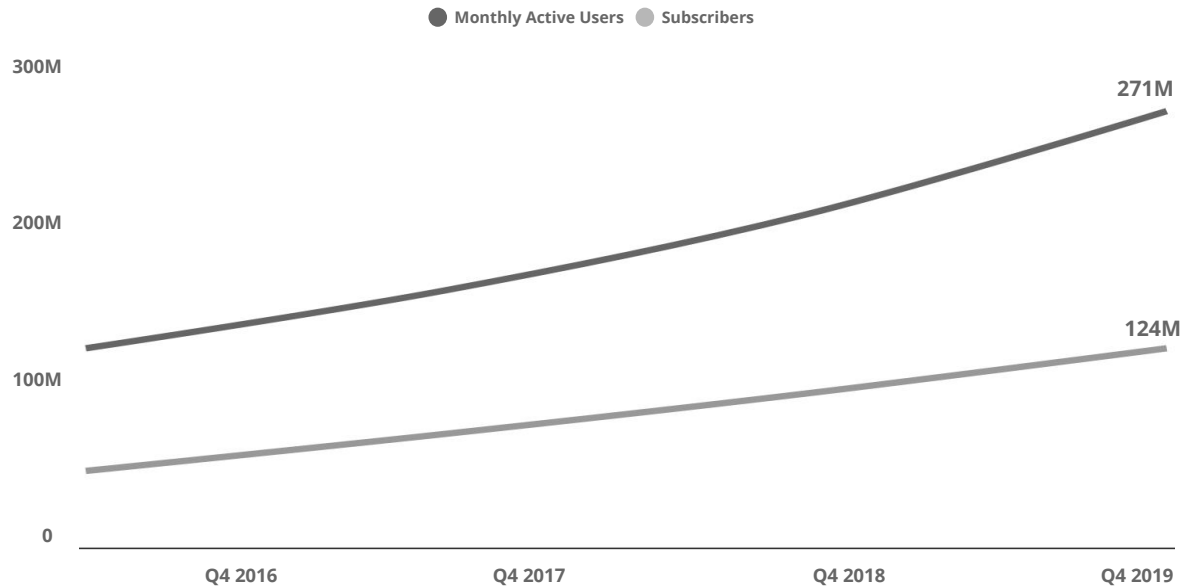


Since the beginning of the year, traffic to the Apple Podcast website has increased by **+37%** from 9M to 12M monthly visits.



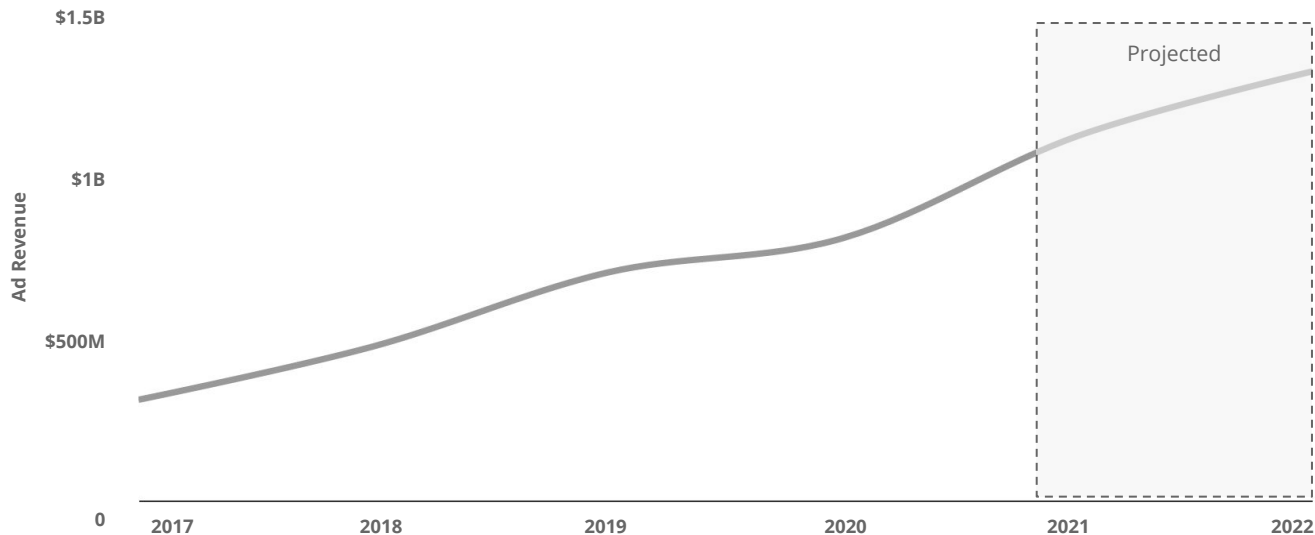


In a similar fashion, [Spotify has stated](#) that their podcast listening has increased by 200% YoY with over 700K podcasts on its platform. 16% (19.8M) of their users listen to podcasts. Both Monthly Active Users & Subscribers for Spotify are continuing to grow YoY as well.





Podcasts have also [seen explosive growth in ad revenue](#), with a projection of surpassing one billion in ad spend in 2021.





What are the benefits of podcast advertising?

Trusted Hosts

Ads are read by the host themselves rather than an unknown actor that you would typically see in a commercial.

Listeners Pay Attention

Podcast listeners are less likely to skip ads, especially when the ad is in the middle of the podcast as they are a highly engaged audience that does not want to miss out on any part of the show.

Long Term Exposure

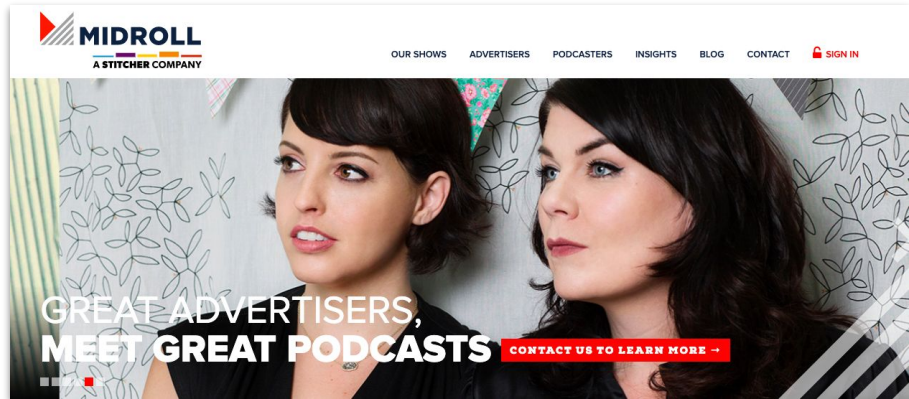
Podcast ads are permanently embedded into the episode unlike a pre-roll ad on YouTube which will disappear.

Targeting

There is a wide variety of podcasts from health/fitness to sports to mental health/well-being allowing brands to serve ads to their target audience.



Companies like [Midroll](#) and [AdvertiseCast](#) sell ad inventory for podcasts where the hosts themselves read ads live and allows you to track the performance of your campaign.

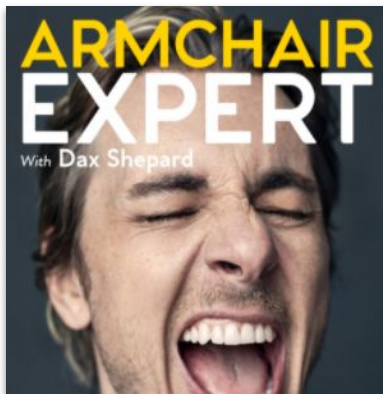




Looking at CBD-related podcast advertising, cbdMD is the [official partner](#) of three major podcasts: [The Joe Rogan Experience](#), [Armchair Expert with Dax Shepard](#), and [Your Mom's House with Tom Segura & Christina Pazsitzky](#).



Host Joe Rogan interviews guests from all walks of life with episodes typically lasting three hours & the YouTube version of each episode receiving millions of views.



Dax Shepard interviews celebrities, journalists, and academics about the messiness of being human.



Comedian couple Tom Segura & Christina Pazsitzky discuss all things comedy while accompanied by guests



cbdMD partnered up with podcasts hosted by macro celebrity influencers to increase brand awareness, with “The Joe Rogan Experience” reaching almost 10M subscribers on YouTube. The Joe Rogan Experience & Your Mom’s House has a predominately male audience while the Armchair Expert is mainly female.



The Joe Rogan Experience

8.7M Web Visits YTD

9.9M YouTube Subscribers

YouTube Audience:

- **83% Male**
- 17% Female



Armchair Expert

921K Web Visits YTD

4.4K YouTube Subscribers

YouTube Audience:

- 23% Male
- **77% Female**



Your Mom’s House

530K Web Visits YTD

812K YouTube Subscribers

YouTube Audience:

- **82% Male**
- 18% Female

cbdMD ran pre-roll ads on a monthly basis with the Joe Rogan Experience where he also shared an affiliate code ("ROGAN") for 25% off.

Trevor Thompson Podcast



Ad starts at [00:00:03](#)

MMA Podcast



Ad starts at [00:00:04](#)

Tulsi & Jocko Podcast



Ad starts at [00:00:05](#)

Kevin Smith Podcast





Ad starts at [00:00:05](#)

Joe includes his own testimony of his experience with cbdMD's products, and recommends his personal favourite products to his listeners. He goes into detail about each product and its unique value proposition.

Joe Rogan podcast listeners also received a discount when they use the code "ROGAN" at checkout for 25% off.

In addition to in-episode ads, Your Mom's House also includes links and promo codes in the description of their YouTube episode videos. With cbdMD, YMH uses the code "YOURMOM" to give a 25% discount to viewers.

**YourMomsHousePodcast** 
812K subscribers

[JOIN](#) [SUBSCRIBE](#)

Want an ad-free experience? Click here to become a channel member:
<https://www.youtube.com/channel/UCYlg...>

The Mommies taped Jesus Trejo's show "Tacos Con Todos" and now they have Cacas Con Todos. What do you do after diarrhea? FedSmoker (RIP) makes an appearance. What kind of name is Braden? Plus, while we celebrate our NRE, we discuss what porn scenarios we would consider. The scenario presented by Josh Potter may become a reality as he is an experienced sex worker with celebrity clientele. While in Vegas, Tom and Josh ran into Corey Taylor from Slipknot, who has partaken in Josh's Cameo Sex Work. As if that wasn't enough, a new episode of everyone's favorite show has just dropped.

Bert Kreischer is a comedian and podcaster who's Netflix Special "Hey Big Boy" is available now. While out on the Bert Boy world tour, Bert has taken some liberties. Bert has also been getting into OnlyFans in the road, so the Mommies try to convince him to subscribe to a certain account. Plus, Bert is mad at LeeAnn and gets her on the phone to discuss things. And, a new challenge/bet is decided upon.

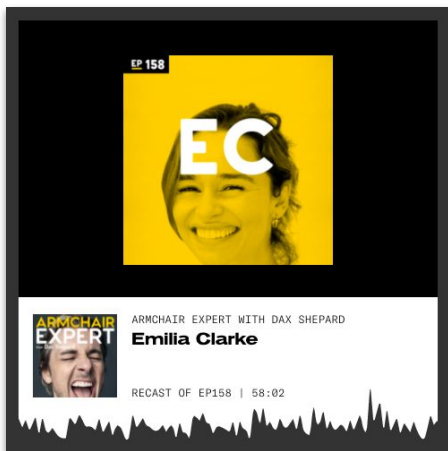
SPONSORS:

- Get 20% Off + Free Shipping, with the code MOM20 at Manscaped.com
- Go to GetQuip.com/MOM right now and you'll get your first refill FREE.
- Go to BlueChew.com and use promo code HOUSE to try it FREE.
- Go To CBDMD.com and use promo code "YOURMOM" for 25% of your purchase of superior CBD oil products

[Click to view](#)

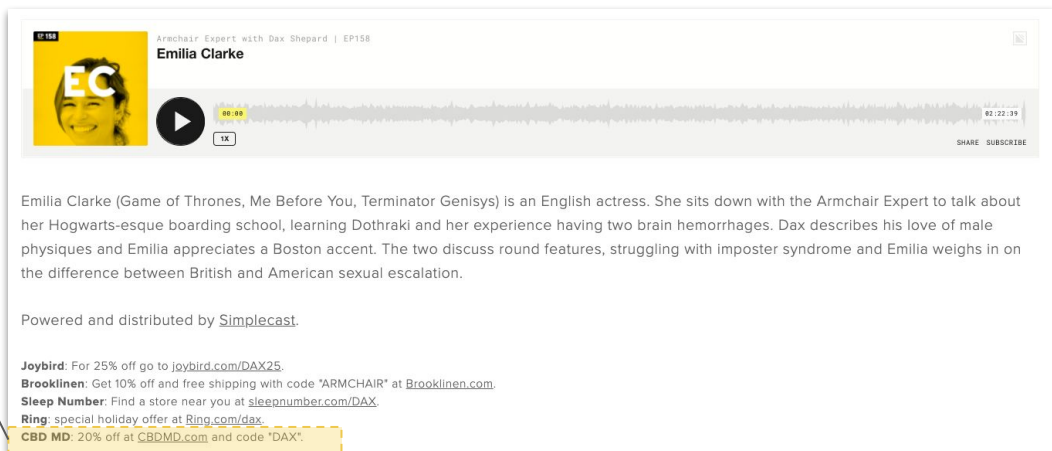


cbdMD uses a mid-roll ad in the Emilia Clarke episode below where Dax talks about the benefits of their products (ad starts at 58:05). Armchair Expert also posts the affiliate codes mentioned in their episodes to their website instead of a YouTube channel.



Click to listen to the ad:

[Part 1](#)
[Part 2](#)



[Click to view](#)



Key Takeaways

From the cbdMD Podcast Case Study

Focus Allocation — Podcast Ads: Podcasts are growing more popular with 16% (19.8M) of Spotify's users listening to podcast on their platform and ad revenue projected to surpass 1 billion in 2021. Podcast ads are effective due to trust in the hosts, high levels of listener attention, long term exposure, and many targeting options. Consider partnering with a podcast network such as [Midroll](#) or [AdvertiseCast](#) to be linked with the right podcasts for your target audience.

cbdMD became the official partner of three major podcasts: The Joe Rogan Experience, Armchair Expert with Dax Shepard, and Your Mom's House with Tom Segura & Christina Pazsitzky.

Podcast Tactic — Pre, Mid, Or Post Ads: Podcasts offer a host of different advertising options which generally fall in the category of pre-roll (before the episode), mid-roll (during the episode), and post-roll (after the episode). Typically pre-roll ads cost less as listeners have not gotten into the episode yet and may be more inclined to skip. Mid-roll ads can be more expensive as the audience is likely already engaged with the episode and may be less inclined to skip. Post show ads can be effective as a final call to action for listeners as the episode ends. Consider A/B testing pre, mid, and post ads with different promo codes or UTMs to see which spot drives the most results.

Podcast Tactic — Cross Promotion of Affiliate Links: Many podcasts repost episodes to owned websites or YouTube channels to further the reach of the episode. Advertising partners with these podcasts are able to gain further exposure by having their links included in YouTube video descriptions or show notes on the host website. Consider partnering with podcasts that have popular YouTube channels or websites where you can gain further reach for your promo links and codes.