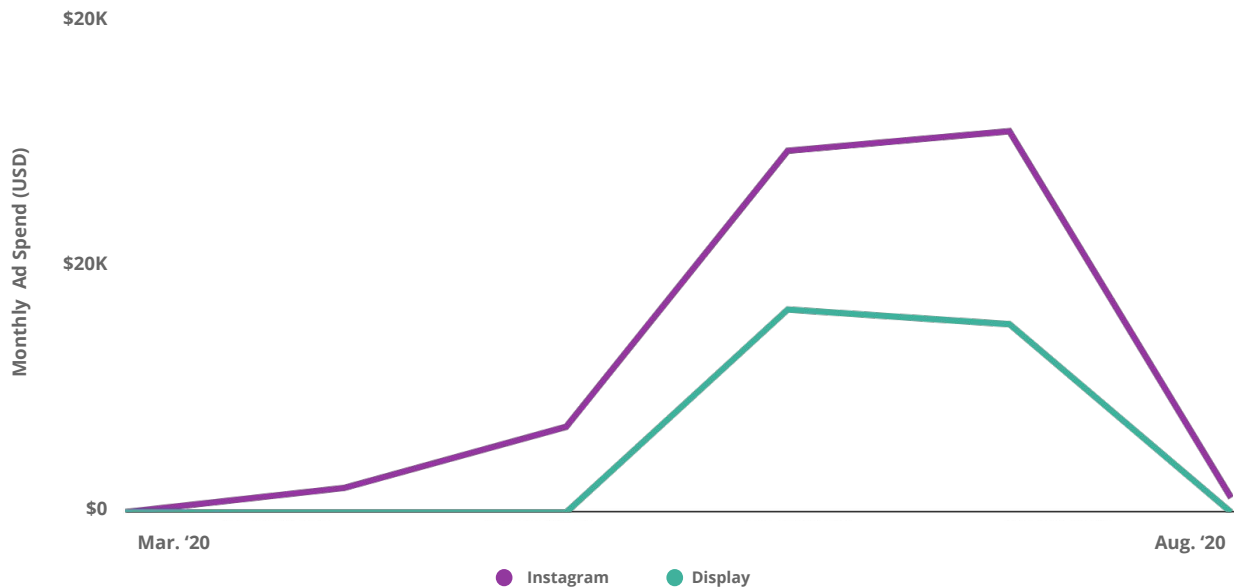


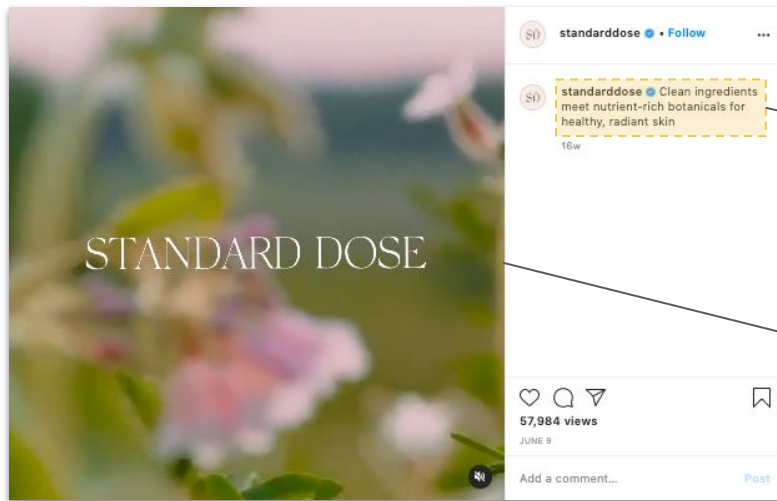


**Effective Instagram Ads &
Influencer Tactics For CBD**
Cannabis

Standard Dose, an online retailer of CBD and wellness products, focuses their digital advertising efforts on **Instagram** and **Display**.



On Instagram, the top performing campaign was a brand awareness video that highlighted product benefits rather than focusing on CBD.



[Click to View.](#)

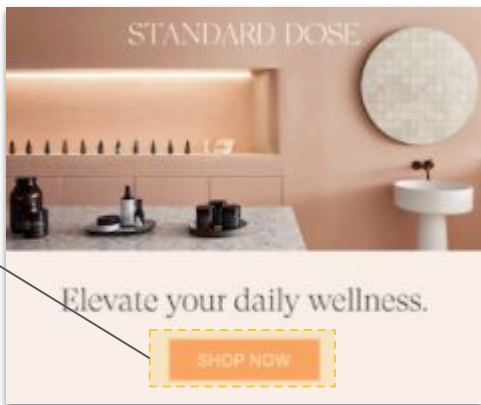
Both the ad copy and the video focuses on **product benefits** (i.e: healthy, radiant skin) and the main **value proposition** of the brand (clean ingredients & nutrient rich) rather than focusing on what the product is and how much it is.

The video does not mention that Standard Dose is a CBD retailer, but focuses on how they are more of a wellness brand.

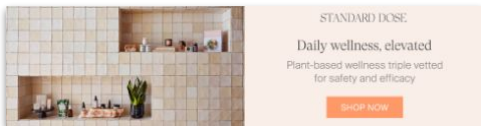
Spend: **\$14K** | Impressions: **2M** | CPM: **\$6.63**

Display ads are lower funnel, with a “Shop Now” CTA. However, they still focus on the wellness and safety of the products rather than highlighting that they contain CBD.

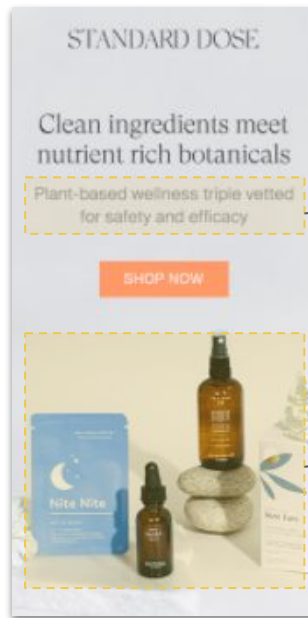
“Shop Now” CTA button drives consumers to the main [homepage](#)



Spend: **\$8K** | Impressions: **2.5M** | CPM: **\$3.20**



Spend: **\$4.7K** | Impressions: **1.3M** | CPM: **\$3.61**



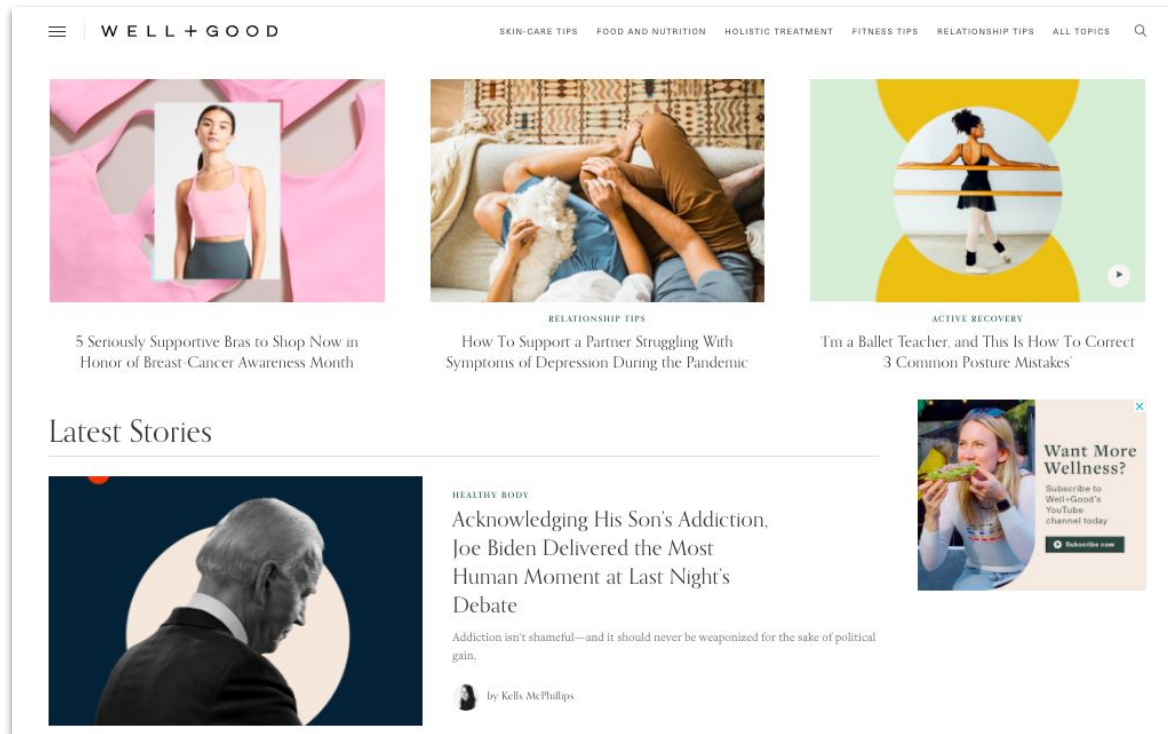
“Triple vetted for safety and efficacy” demonstrates social proof

Wide variety of products are on display showcasing a wide breadth of products

Spend: **\$1.6K** | Impressions: **391K** | CPM: **\$4.09**



100% of the display ads were advertised on wellandgood.com, a website dedicated to at-home workouts, healthy recipes and overall wellness



On organic social, Standard Dose works with wellness influencers to host virtual meditations and reflexology classes to provide value to their consumers rather than simply working with influencers to promote their website.

Consumers are commenting saying they are enjoying the virtual meditation sessions from Standard Dose indicating that consumers are looking for more than just product awareness when they follow brands on social media



[Click to View.](#)

445 Views | 43 Engagements



[Click to View.](#)

443 Views | 37 Engagements

"At-Home Reflexology Practice" - creating content and staying relevant during COVID-19

Both influencers are micro-influencers with less than 10K followers. Micro influencers are often more authentic and have a closer relationship with their followers compared to macro influencers.



Standard Dose worked with the same influencer ([Kirat](#)) to host a Q&A on their channel to give advice about mental health and well-being - showing their consumers that they are here to help during these uncertain times.

Partnering up with an influencer to host a Q&A helps put a face to a name, making the interaction with consumers more authentic



Do you have any questions regarding mental health or mindfulness?

Get in touch with any questions or points of interest that you may have as it relates to inner well-being.

\$0

Ask Kirat

Type something....

Kirat will answer questions at 4:30pm EST

Send Message

Ask Kirat

What are healthy ways to cope with world events without becoming disconnected?

Boundaries! Set up daily rituals to check in with the news, to check in on certain events, where you can mentally prepare yourself beforehand and transition into and out of the ritual with grace (2x day for 30 mins). You can light candles, make some tea, and do what you need to feel supported!

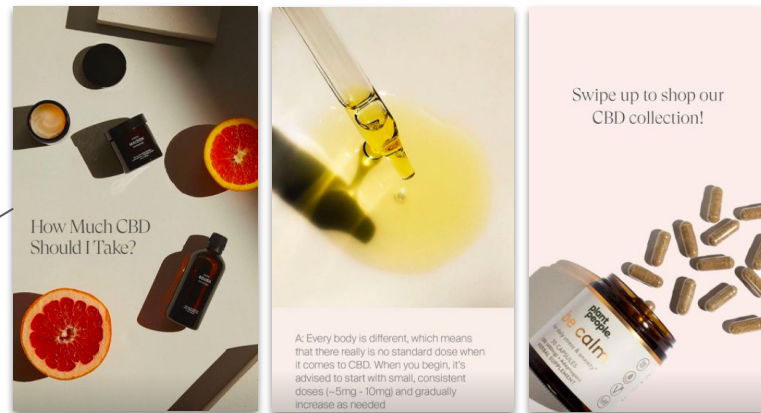
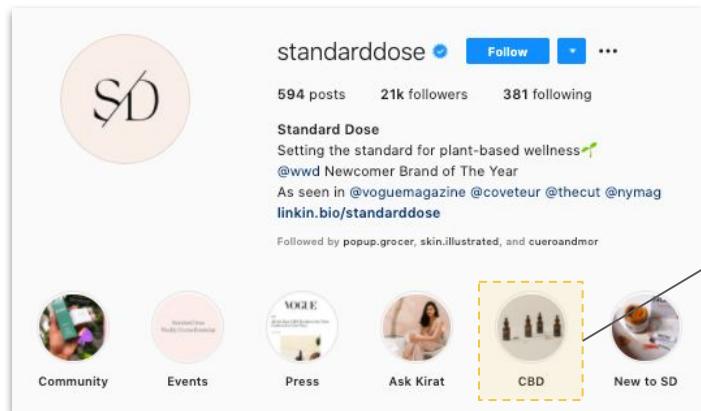
There's absolutely no need to be connected 24/7 and creating these energetic containers can help us stay informed without getting burnt out or overwhelmed.

Turning your phone on airplane mode 30-60 mins before you go to sleep and for 60 mins when you wake up is also a great way to connect with your own experience first before taking on the experience of others. That way, you're able to feel more grounded when you do encounter external stimuli, especially the news.

Send Message

Take advantage of all of the different features available on various social media platforms such as stickers, music, links & more

Standard Dose has a story highlight titled “CBD” where they educate their consumers on various CBD products:



In addition to answering commonly asked questions about CBD, Standard Dose also recommends some of their favourite CBD products through IG stories, which links to the product PDP on their website

Key Takeaways

From the Standard Dose Case Study

Messaging — Focus on the Value That You Bring to Consumers: Standard Dose focuses on the value that the brand provides such as healthy radiant skin and nutrient rich ingredients to raise brand awareness rather than focusing on the different products that they sell. Educate consumers on how your brand is providing a solution to a problem that your consumers are experiencing.

Tactic — Create Content that Educates Your Consumers: Give consumers a reason to continuously come back to your channel - educate them on various topics related to CBD or host digital events such as at-home fitness workouts or meditation classes. Consumers are looking for more than just product recommendation when they are following brands on social media.