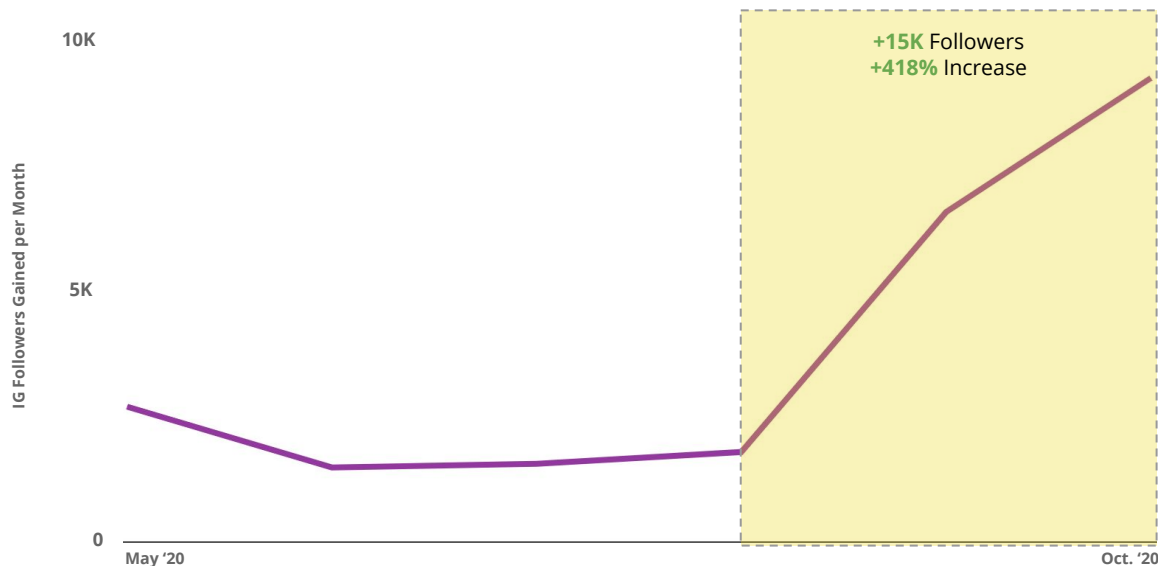


The logo for cbdMD, featuring the brand name in a white, sans-serif font on a blue rounded square background.

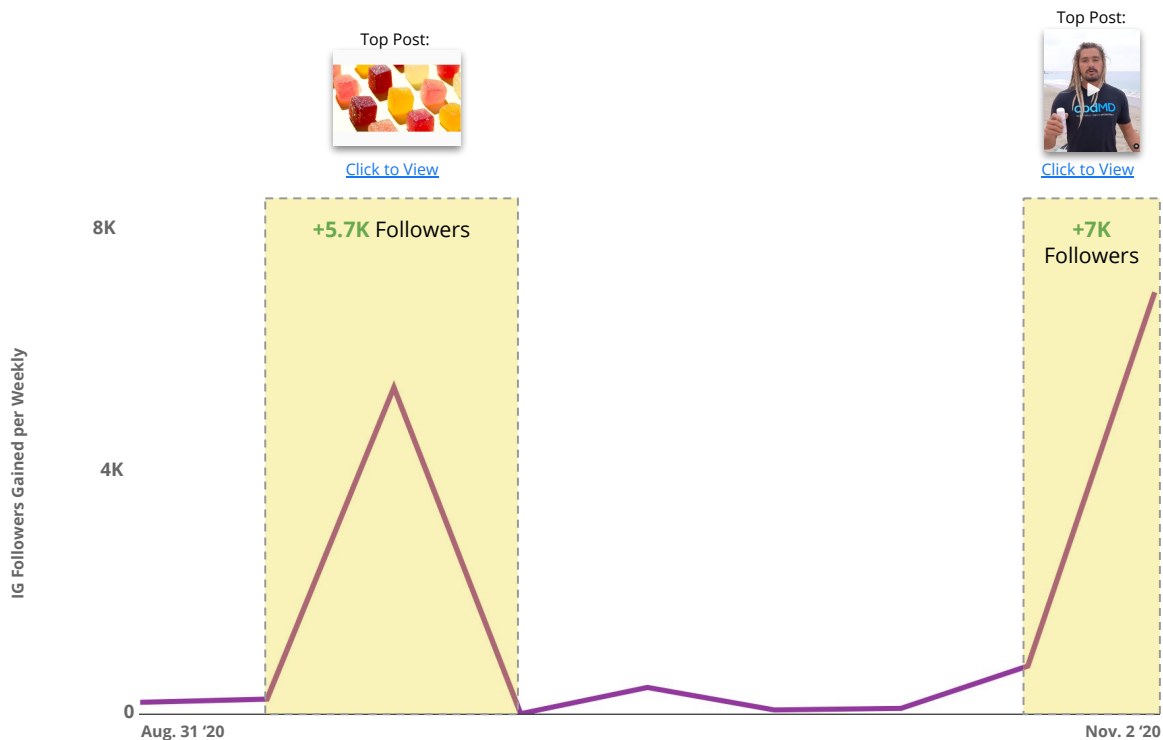
cbdMD

**Athlete Partnerships That
Drive Sales on Instagram**
Cannabis

cbdMD significantly increased their Instagram following in September and October 2020 by **+418%** compared to August



Zooming into September and October, cbdMD gained the most followers when they published a post featuring their gummies product, and an athlete influencer ([Austin Keen](#))



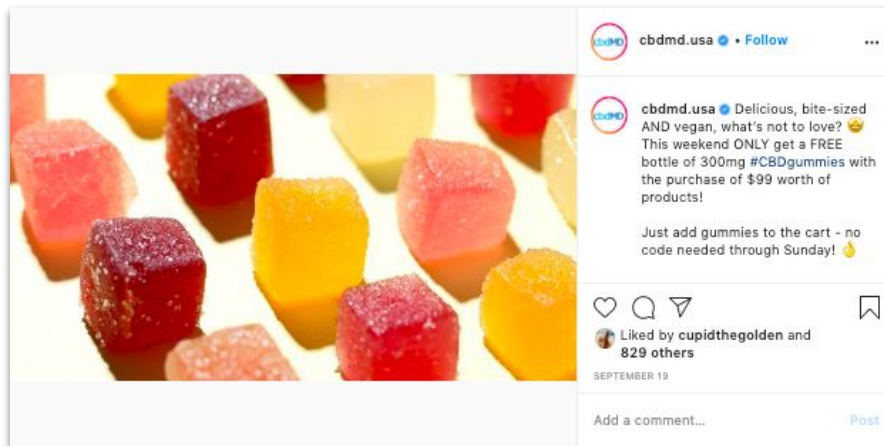
cbdMD worked with an athlete influencer who created a video that included both a testimonial as well as a product demo.



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cbdMD worked with a macro influencer (755K followers) to generate brand awareness about two products - gummies and cbdMD Freeze.

The video contains a product demo where Austin Keen shows the viewers how he applies cbdMD Freeze to his lower body. On his [Instagram page](#), he has a 25% off affiliate code in his bio.

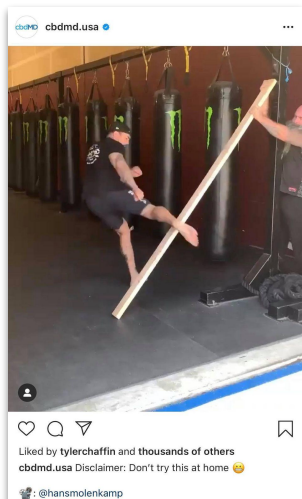


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The gummies post advertised a promotion - "This weekend ONLY get a FREE bottle of 300mg #CBDgummies with the purchase of \$99 worth of products!"

cbdMD used the hashtag #CBDgummies for visibility as this hashtag has 401K posts

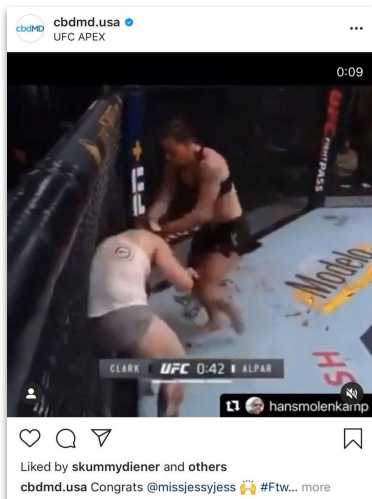
All cbdMD's recent top performing videos featured a professional athlete influencer - ranging from UFC fighters to golfers to skimboarders.



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Engagements: **3.7K** | ER: **2.35%**

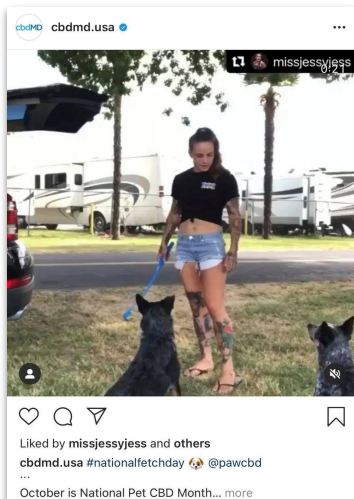
This UGC video featuring [Hans](#) generated 9X more engagement compared to the average.



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Engagements: **598** | ER: **0.38%**

cbdMD repurposed video footage from [jessy](#)'s UFC fight who is an official ambassador of cbdMD.



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Engagements: **385** | ER: **0.24%**

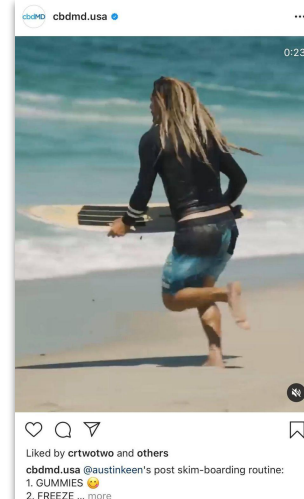
This video post was also repurposed UGC from [jessy](#), who is a UFC fighter.



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Engagements: **353** | ER: **0.22%**

This video featured pro golfer [Bubba Watson](#) taking part in the cbdMD trick shot challenge



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Engagements: **331** | ER: **0.21%**

This video post featured [Austin Keen](#) who included a product demo in his video.

Top performing image posts featured a promotion or was an informational post that directed followers to an article in the “link in bio”.



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Engagements: **863** | ER: **0.54%**

Post highlighted the fact that the gummies were vegan and offered a free bottle of gummies for orders above \$99.



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Engagements: **787** | ER: **0.50%**

Post directs followers to the link in bio to read an article talking about CBD becoming a type of superfood.



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Engagements: **761** | ER: **0.48%**

Post is timely - mentions #PSL which was a trending hashtag for the fall season.



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Engagements: **710** | ER: **0.45%**

Post directs followers to the link in bio to read an article about CBD cream.



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Engagements: **661** | ER: **0.42%**

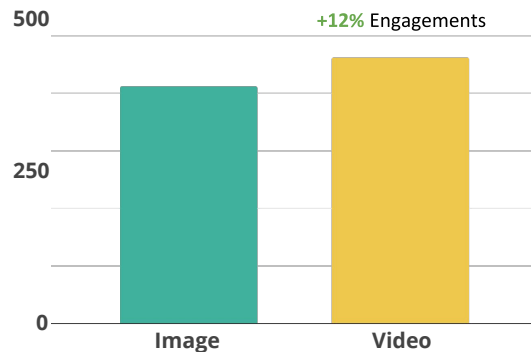
Post features a promo where they are giving away free gummies with any purchase for election day.

cbdMD publishes +150% more image posts despite video posts generating +12% more engagement on average.

Monthly Post Cadence



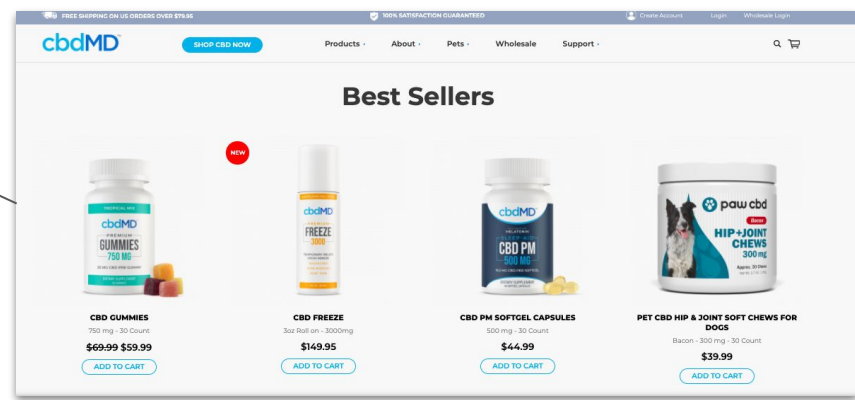
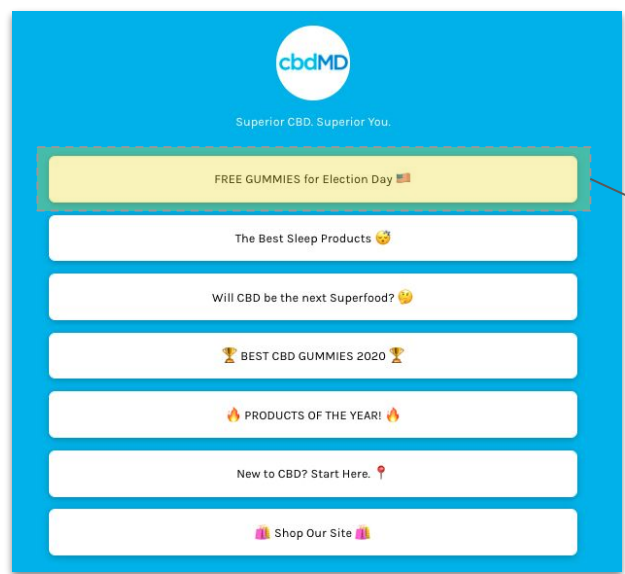
Average # of Engagements



cbdMD has an IG story highlight for each of their top selling products (gummies, topicals, and tinctures) where they post about new product launches and UGC.

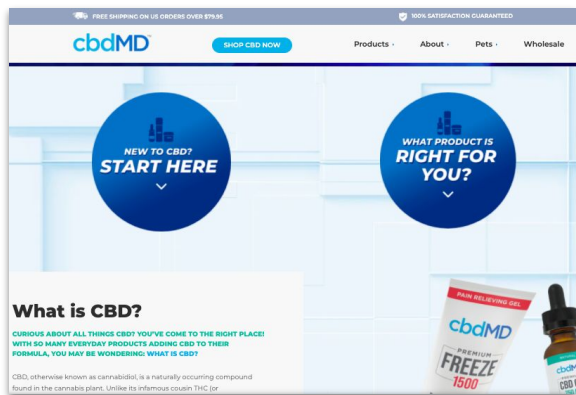


cbdMD's link in bio drives sales and traffic through advertising promotions which direct followers to the eCommerce site.

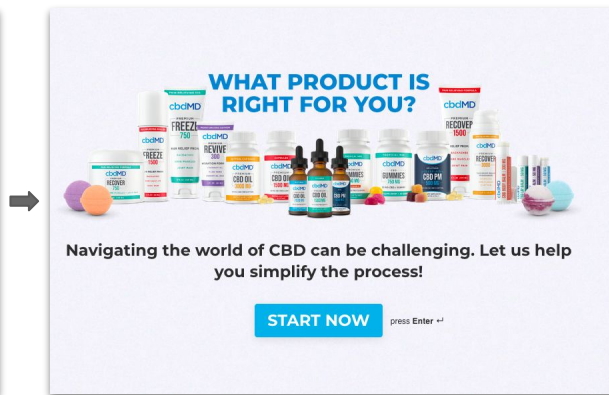


[Click to View](#)

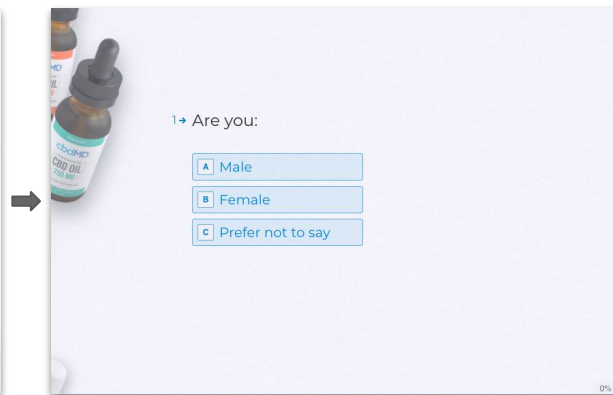
The link in bio also directs consumers to a quiz (built with Typeform) that helps people decide on which CBD product to purchase



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Key Takeaways

From the cbdMD Organic Social Case Study

Influencer Tactic — Product Demos via Video: A common barrier of online shopping for consumers is the fact that they cannot try products before purchase. Overcome this barrier by collaborating with influencers to demonstrate how products are used and have the influencer include a testimony on how your products have helped improve their lives.

Social Tactic — Add a Link in Bio (with a strong offer) to Drive Sales: cbdMD advertises their product promotions through their Instagram's link in bio as links are restricted on the platform for organic content. The link in bio allows cbdMD to use organic social as a lower funnel conversion tactic by driving consumers to the "Shop Now" page.

Social Tactic — Have a Balanced Mix of Video and Image posts: Video posts generate 12% more engagements for cbdMD. Consider testing between video and image posts to determine which format drives more engagement amongst your followers. Video posts allow brands to showcase more of the product and tell a story to their followers compared to an image post.

All top performing video posts for cbdMD featured a professional athlete influencer. Consider repurposing footage of athletes from user-generated content to show the product in action.

Social Tactic — Guide Consumers Through the Decision Making Process: cbdMD provides a variety of resources for consumers who are new to CBD. On their link in bio, they include a link to their quiz titled "[Which Product is Right for You?](#)", helping consumers choose the right CBD product depending on their lifestyle.

Top performing image posts included informational posts that directed users to an article in the link in bio that gave detailed information about CBD-related news and products.