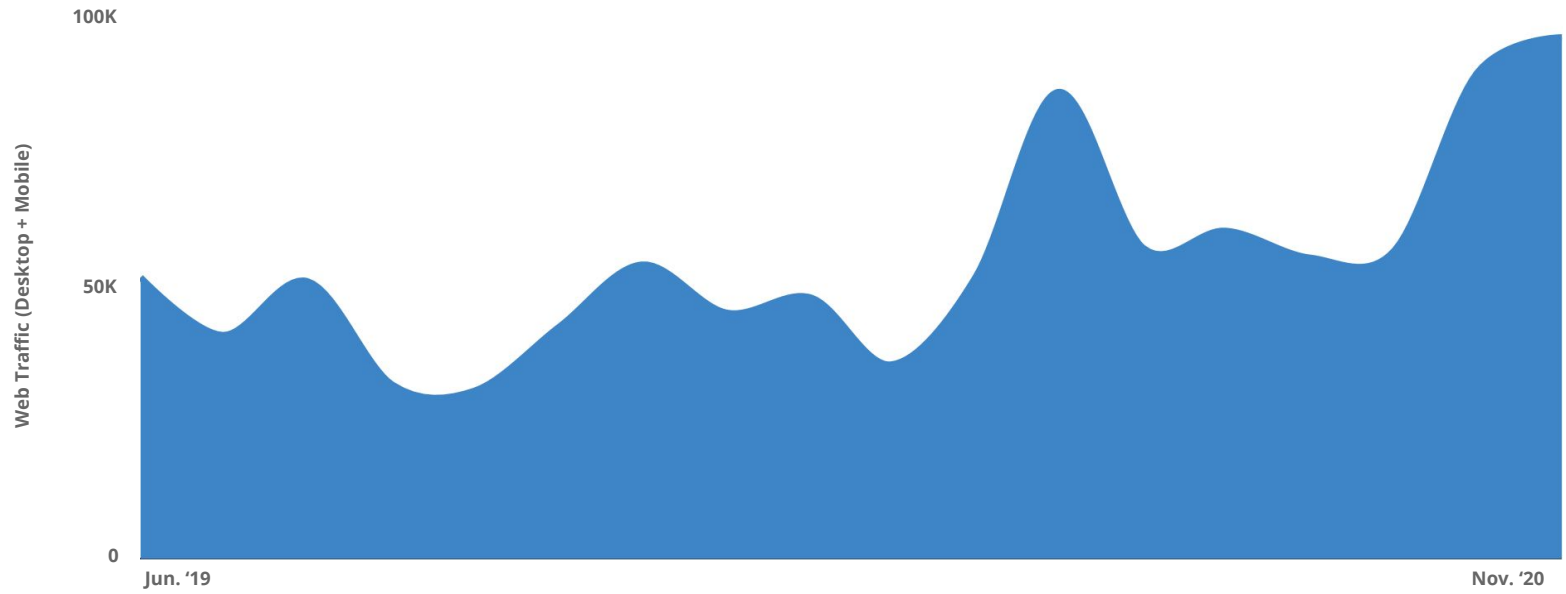


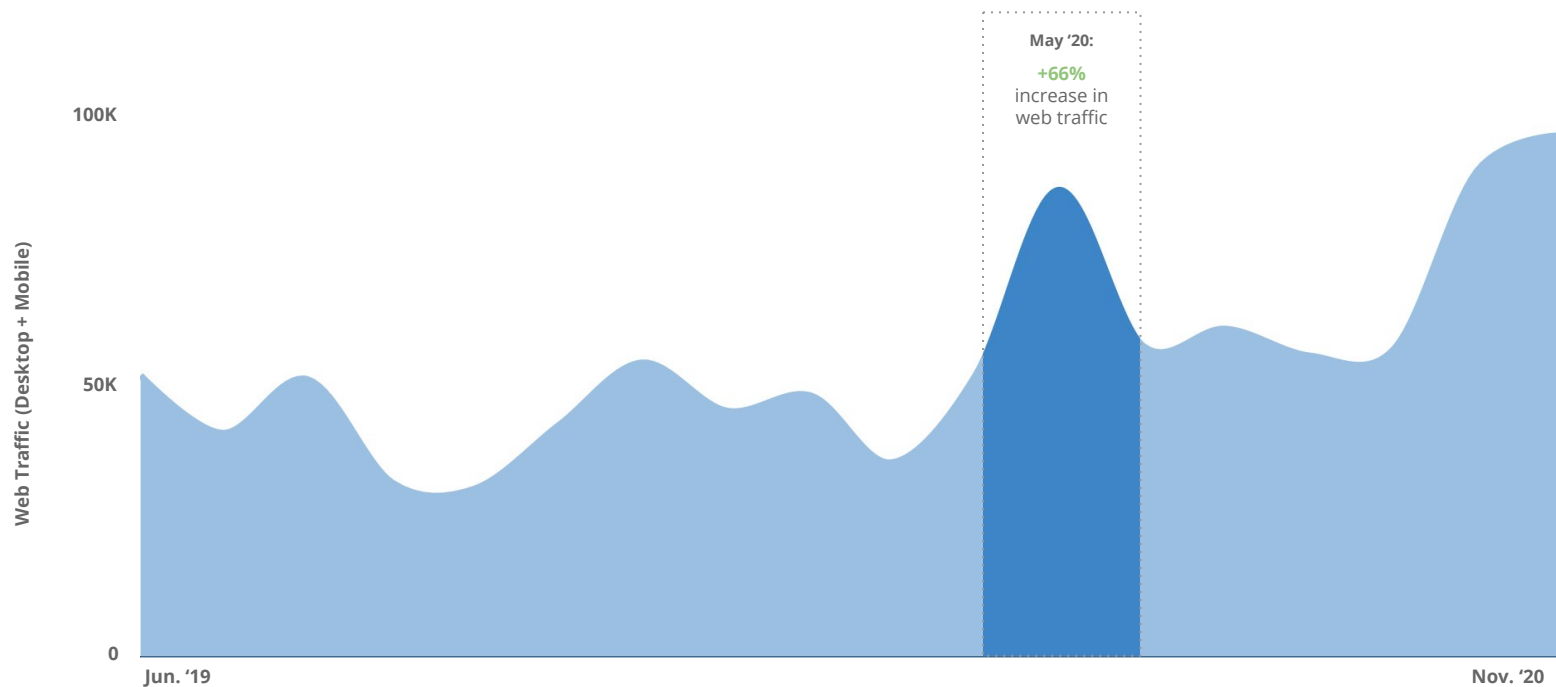
# LORD JONES

**How Lord Jones Leveraged Media  
Exposure to Drive Web Traffic  
Cannabis**

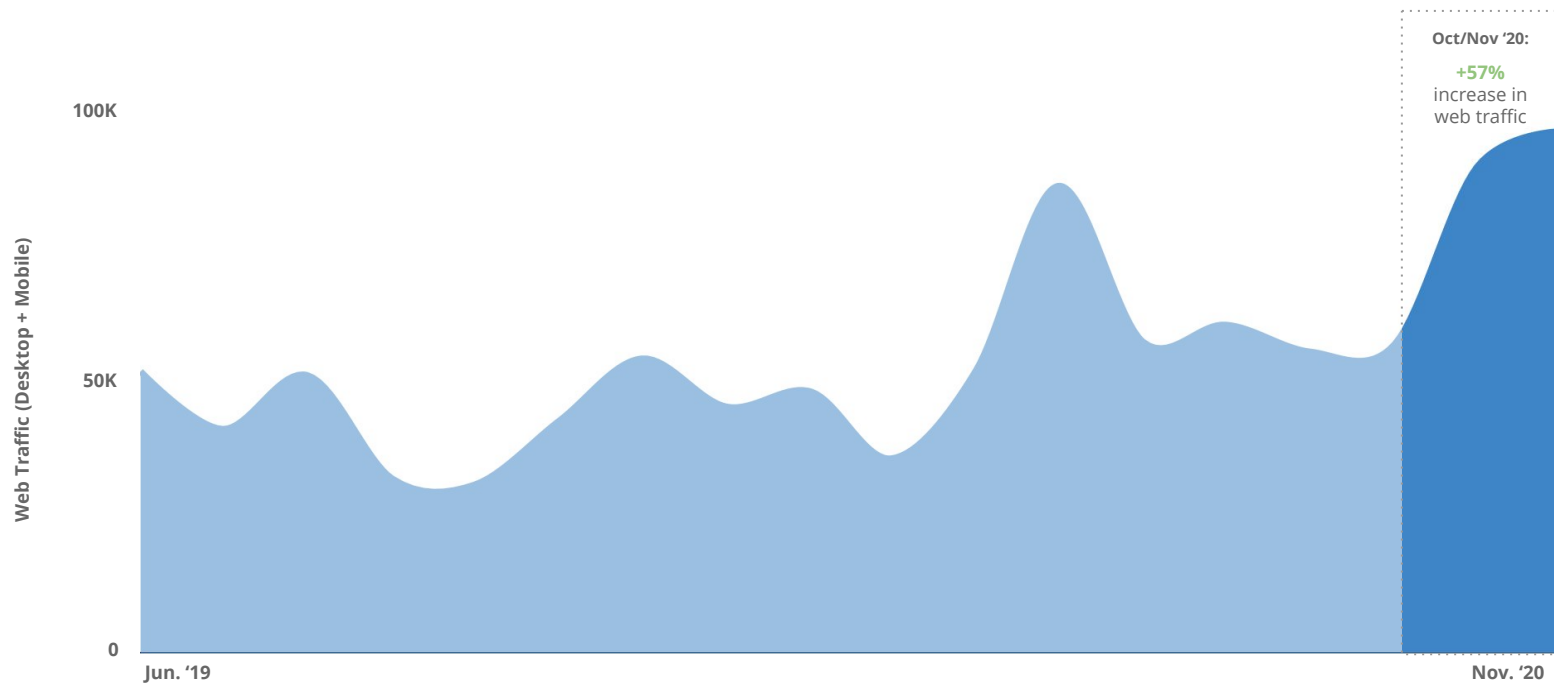
**Web traffic for Lord Jones has been at an all-time high in recent months (October and November 2020). The only other time web traffic had a spike was in May 2020.**



In May, Lord Jones launched their “Mother's Day Citrus Blossom Gumdrops” and announced their upcoming [partnership](#) with actress Kristen Bell.

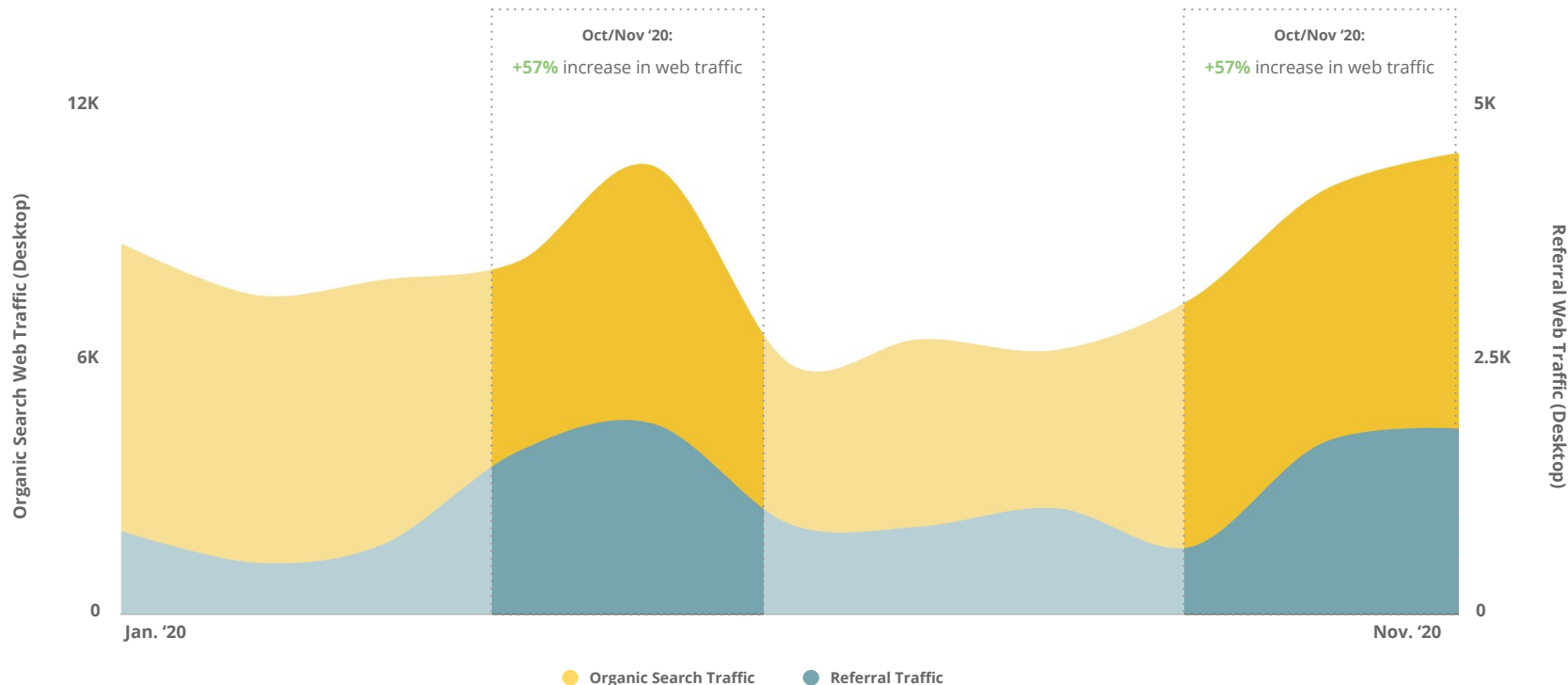


**In October, web traffic spiked again with the launch of “Happy Dance”, Lord Jones’ partnership brand with Kristen Bell, and in November, for Black Friday.**



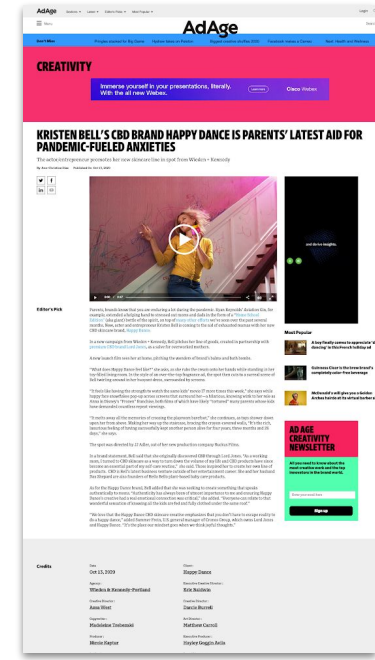
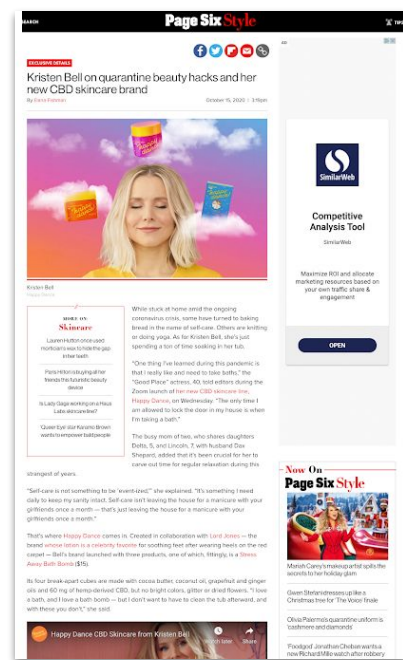
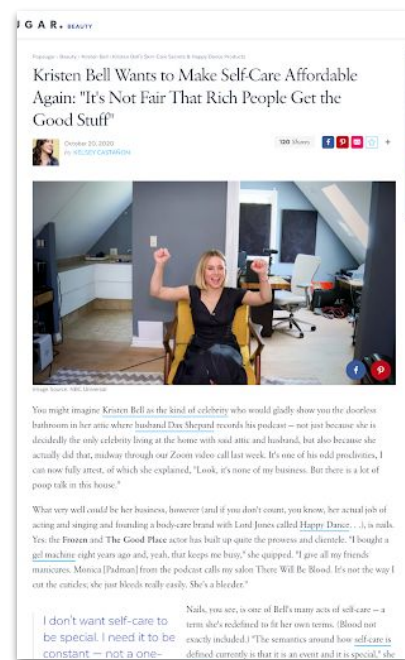
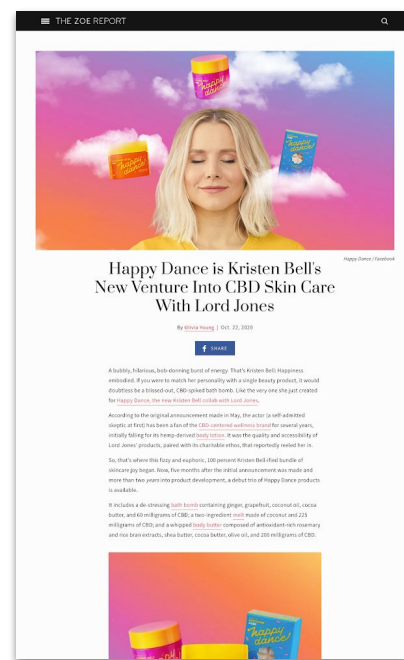


**These spikes in web traffic were largely due to increases in organic search traffic and referral traffic, which is their second largest marketing channel.**

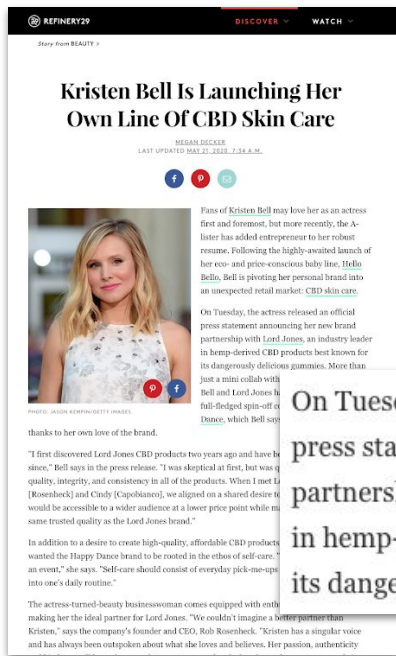




# When the partnership brand, Happy Dance, finally launched in October, new web articles were published, this time generating just under 40K backlinks.

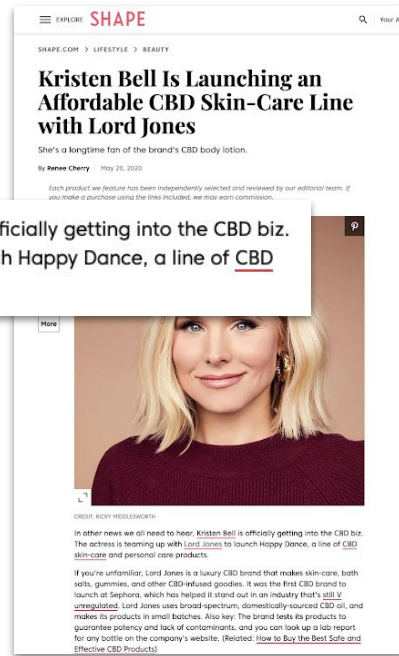


Aside from the brand name exposure for Lord Jones, each article that was published created a direct web visit opportunity for Lord Jones' through hyperlinks.



In other news we all need to hear, Kristen Bell is officially getting into the CBD biz. The actress is teaming up with Lord Jones to launch Happy Dance, a line of CBD skin-care and personal care products.

On Tuesday, the actress released an official press statement announcing her new brand partnership with Lord Jones, an industry leader in hemp-derived CBD products best known for its dangerously delicious gummies. More than



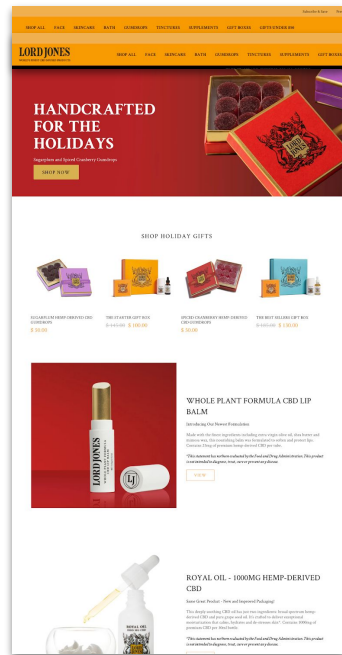
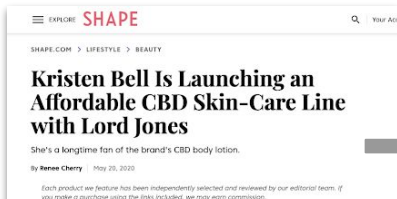
Depending on the article, there were several ways Lord Jones was able to see a boost in its referral web traffic; the most effective being the direct linking strategy.

### Direct Linking:

In these examples, the author directly links off to Lord Jones' webpage from the article passage.

In other news we all need to hear, [Kristen Bell](#) is officially getting into the CBD biz. The actress is teaming up with [Lord Jones](#) to launch Happy Dance, a line of [CBD skin-care](#) and personal care products.

simple hemp-derived products will be inspired by Bell's ongoing using CBD products. "I first discovered [Lord Jones CBD products](#) two years ago and have been using them ever since," she said in a press release. "When I met Lord Jones

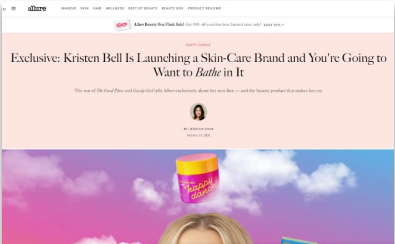




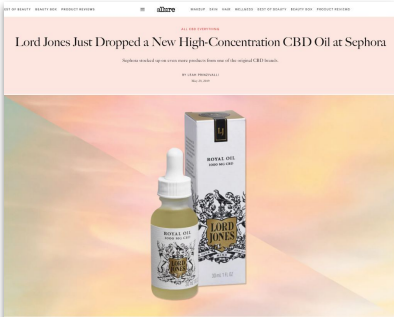
# In other cases, articles might self-refer to another content piece before linking off to affiliate links or product pages.

## Self-Linking:

Article links to another article from the same website that contains shoppable links; this creates opportunities for readers to be exposed to a broader assortment of LJ products.



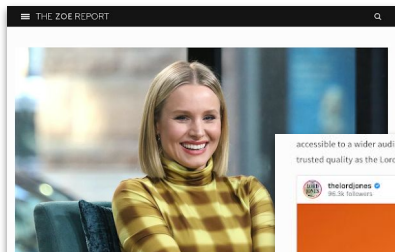
Fittingly, Bell's first-ever foray into creating personal-spokesperson for Neutrogena but never launched her line **Lord Jones** called **Happy Dance**, and it stars three butter, and a coconut melt.



Last October, **Lord Jones** became the first-ever **CBD-based brand at Sephora** when **High CBD Formula Body Lotion** launched at the beauty retailer. In the months since, it's been a trailblazer in the CBD space. The **Body Lotion** is sold at destinations like Sephora, and it reigns as one of the original CBD brands with a higher-than-average concentration.



## Another popular method of linking is the direct social post integration.



### Kristen Bell's CBD Skincare Happy Dance, Will Launch Partnership With Lord Jones Later This Year

By Marie Skarnica | May 20, 2020

SHARE

CBD has become a fixture in the beauty industry in the past couple of years for many reasons. It's often touted for reducing muscle, soothing skin, and everything in between. And lately to jump on the beauty ingredient train is akin to a lottery ticket. CBD skincare line is partnering with industry favorite to launch sometime this year.

Officially announced on May 19 — with few details — the partnership collaboration between Bell and Lord Jones, rather, it's an entirely new, a price, and being behind the first Happy Dance with its own unique everything. While the team-up may be surprising at first, Bell has been a CBD — specifically Lord Jones — for more than two years now. "I first discovered CBD products two years ago and have been using them ever since press release. "I was skeptical at first, but was quickly blown away by the integrity and consistency in all of the products."

Since Lord Jones has taken on the luxury CBD market, after being the first CBD skincare available at Sephora in 2018, the company and Bell's Dance to focus on more affordable CBD skin care. "When I met Lord Jones and Cindy, we aligned on a shared desire to make a CBD line that was accessible to a wider audience at a lower price point while maintaining the quality as the Lord Jones brand," reads a quote from Bell.

accessible to a wider audience at a lower price point while maintaining the same trusted quality as the Lord Jones brand," reads a quote from Bell.



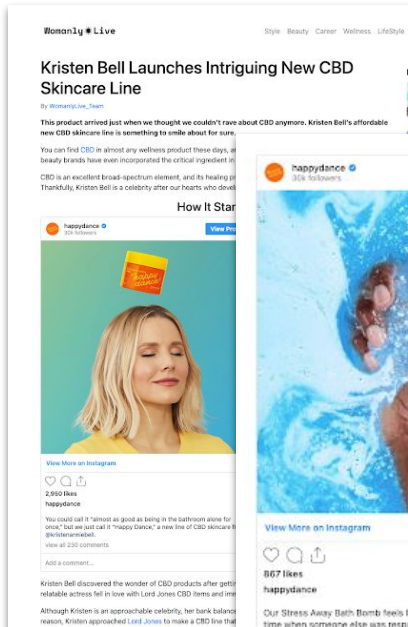
View More on Instagram

290 likes thelordjones

Kicking the week off with a scream... view all 13 comments

Add a comment...

And along with affordability comes another important aspect of what the line means for Bell, an avenue for self-care. "Self-care shouldn't be an event," said Bell. "Self-care should consist of everyday pick-me-ups that can be integrated into each daily



### Kristen Bell Launches Intriguing New CBD Skincare Line

By Branly Live Team

This product arrived just when we thought we couldn't rave about CBD anymore, Kristen Bell's affordable new CBD skincare line is something to smile about for sure.

You can find CBD in almost any wellness product these days, as beauty brands have even incorporated the critical ingredient in CBD is an excellent broad-spectrum element, and its healing properties. Thankfully, Kristen Bell is a celebrity other our hearts who dove



View More on Instagram

2,000 likes happydance

You could call it "almost as good as being in the bathroom alone for once," but we just call it "happy dance" a new line of CBD skincare by @lordjones.

Add a comment...

Kristen Bell discovered the wonder of CBD products after getting reliable access felt in love with Lord Jones CBD items and more

Although Kristen is an approachable celebrity, her bank balance reason, Kristen approached Lord Jones to make a CBD line that

### The Product Range



View More on Instagram

867 likes happydance

Our Stress Away Bath Bomb feels like sinking into the warm embrace of a time when someone else was responsible for teaching your kid long division.

view all 17 comments

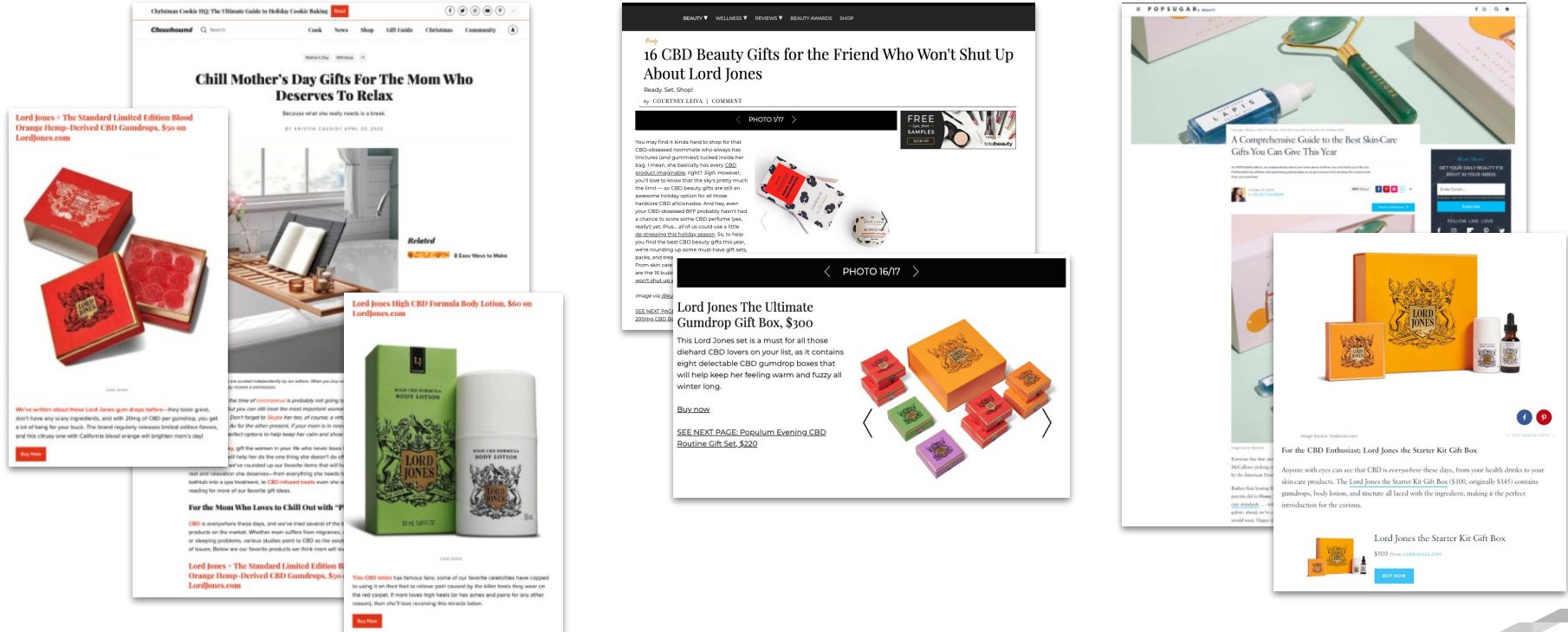
Add a comment...

The Gossip Girl, Frozen, and The Good Place actress knows a thing or two about experience in being stressed out makes her the perfect candidate to create

### Social Linking:

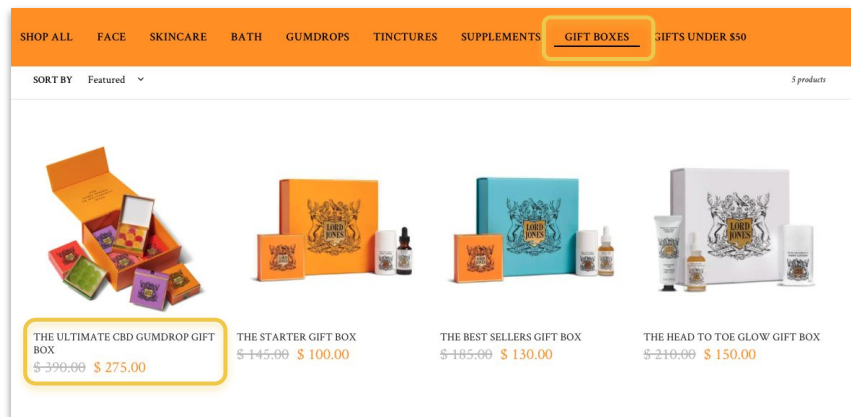
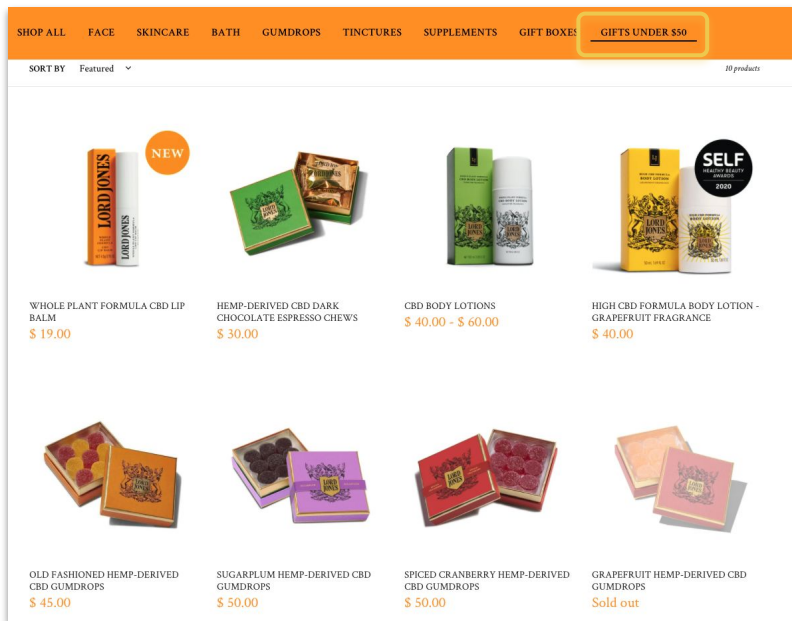
Not only does this give exposure to the brand's social media platforms, it also allows for readers to get a taste of the brand's persona via their own captions as well as content style (i.e. brand colours, photo style, etc.)

# Aside from articles around the partnership, Lord Jones is often featured in other types of articles, such as gift guides:

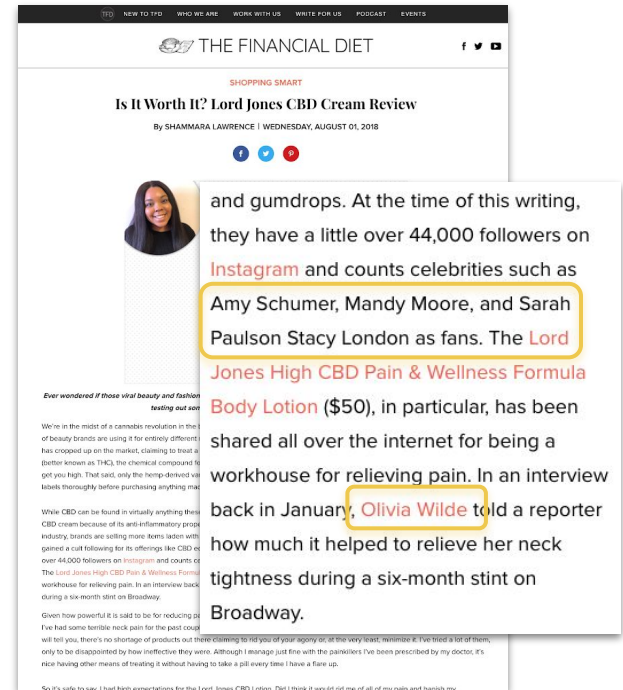
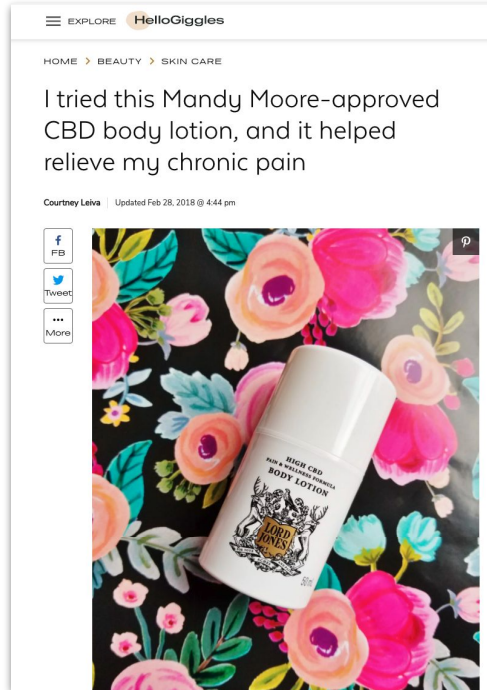
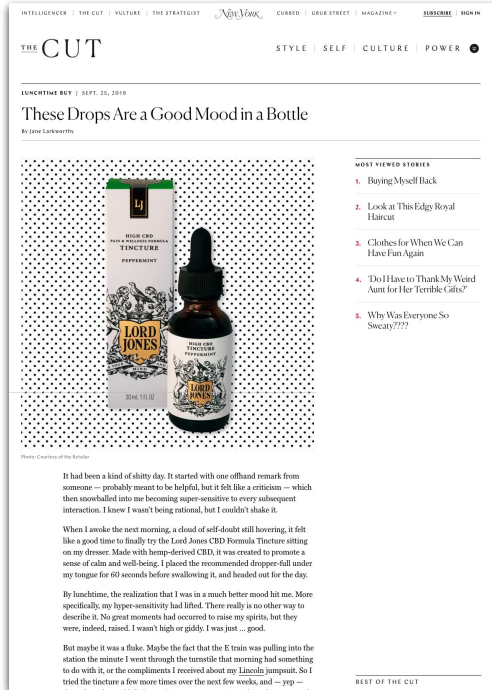




Lord Jones knows that gift guide articles are one of its main points of media exposure so they periodically create “gift sets” that perfectly fit into these types of articles.



**Lord Jones' products are also featured as product review articles, often containing mentions of celebrities customers.**



## In fact, Lord Jones' products are frequently featured in list-type articles about "products used by celebrities."

SC SHARE

Celebrities Who Swear by Cannabis-Infused Beauty Products

by JASON PHAM • SEP 21, 2018 AT 2:00 PM EDT

To keep her calm, Phillips is known to keep CBD edibles on hand. Her favorite are Lord Jones's high-CBD gumdrops (\$45) and chocolates (\$30), which she documented herself eating on an Instagram story in January after her flight was delayed. "My plane is delayed an hour but I took @thelordjones, so it's OK," Phillips wrote.

Photo: MICHAEL TRAN/FILMMAGIC MICHAEL TRAN/FILMMAGIC TAYLOR HILL/FILMMAGIC. DESIGN: ALLISON KAHLER/STYLECASTER

CBD is having a moment in Hollywood. The ingredient, also known as cannabidiol, is an oil derived from hemp plants (not hemp seeds) and is found in both marijuana and hemp plants. Unlike marijuana, CBD is legal in all 50 states, likely because of THC. But lately the oil has been making its way around the beauty world as one of Hollywood's newest obsessions.

**MORE: [The Deal With CBD Oil and Its Potential Health Benefits](#)**

Containing vitamin E, omega fatty acids and other compounds to ease pain and chill vibes, CBD is becoming a popular beauty ingredient for celebrities who need a little extra something in their skin care. Whether stars are using it to help them out after a long night of wearing heels on a red carpet or to relax their muscles after hours of intense stunts and workouts, there's no question that CBD is having a major moment. Find out how celebrities from Jennifer Aniston to Alessandra Ambrosio use the ingredient

GrowthOp

News Reviews Life Wellness Videos Cannabis Post

Culture / Communities / Celebs

### Top five CBD skincare brands that celebrities love

Celebrities like Emma Roberts, Kim Kardashian, and Olivia Wilde have embraced CBD and these are their favorite products

Maria Loreto • The Fresh Toast  
Jan 15, 2020 • Last Updated 10 months ago • 2 minute read

Beloved by artists such as Olivia Wilde, Mandy Moore, Busy Phillips and Kristen Bell, Lord Jones is without a doubt the most mentioned CBD products by celebrities. The brand's lotions, oils and gummies are brought up by most, highlighting their relaxing effects and delicious flavors.

"Recently I did a play on Broadway for six months. My body was wrecked, [and] my neck was really tight. The CBD has relaxing benefits, and the idea is to avoid using too many painkillers," said Olivia Wilde on an interview with the *New York Times*.

Notoriety can make or break a product, especially if the product is a part of a nascent industry. For example, you could say ubiquity and love for cannabidiol (CBD) happened because the product popped up during the right time. It was just when people's perspectives on cannabis were evolving and when Instagram influencers and celebrities could transform a small product into an overnight sensation.

marieclaire

Presented by

### 10 Celebrities Who Love CBD Products

And why they love it.

by Holly Kline • Jan 15, 2020

CBD is literally everything to her. And it seems no one in the industry without its alleged calming effect Roberts, and Kim Kardashian.

5 of 10

#### Mandy Moore

Being the star of *This Is Us* means Moore has walked more than her fair share of red carpets. To soothe aching feet, she told *The Coveteur* that she planned to use Lord Jones CBD oil ahead of last year's Golden Globes. "This year I'm trying some CBD oil on my feet."

It's a trick that celebrity stylists have been Welch, whose clients include Kloss, and Sarah J. "the absolute CURE" red carpet. Don't miss to get high but ping to make a long h."

10 of 10

#### Kristen Bell

Bell has spoken at length about her belief in CBD products (and cannabis use in general). Most recently, she shared a photo of Lord Jones CBD lotion on her Instagram story, writing that it helps her "soothe muscles after working out."

For more stories like this, including celebrity

7 of 10

#### Olivia Wilde

Wilde opened up about her love of Lord Jones CBD lotion during an interview with the *New York Times* last year.

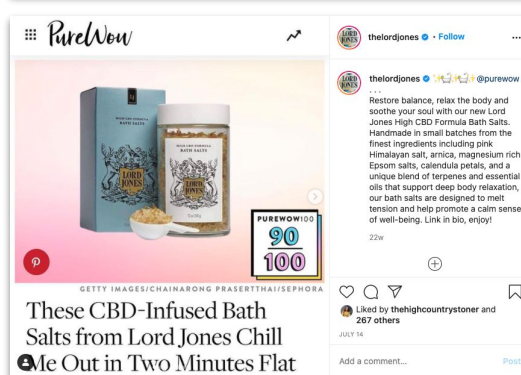
"Recently I did a play on Broadway for six months. My body was wrecked, [and] my neck was really tight. The CBD has relaxing benefits, and the idea is to avoid using too many painkillers."

## Taking advantage of the media exposure, Lord Jones uses these articles in various aspects of its marketing, including their social media.

### Article Screen Captures:

Often times, Lord Jones will repost article features on their Instagram, with the photo being a snapshot of the article and the relevant passage as their caption.

This is a great way to borrow another brands' reputation and apply it to your own - *if a reader trusts Vanity Fair, and Vanity Fair recommends something, it must be trustworthy!*





For non-article mentions, Lord Jones will use shots of their products paired with soundbites and feedback from other media sources in their captions.



## Media reviews are also featured in their Facebook advertising strategy as a way to provide further social proof for consumers:

**Lord Jones**  
October 13 at 7:14 PM · 🌐

Our products have been touted as some of the best. Experience Lord Jones for yourself.



**"What to Gift The Couple Who Has Everything"**  
**BAZAAR**

BUYLORDJONES.COM  
**20% Off With Code WELCOME20**  
Free Shipping

[SHOP NOW](#)

[Click to view.](#)

**Lord Jones**  
May 12 at 7:20 PM · 🌐

"Lord Jones first-ever face product is a miracle worker in a jar" - Forbes on Lord Jones Hemp-Infused Acid Mantle Repair Moisturizer



BUYLORDJONES.COM  
**30% Off with code CALM30**  
Free Standard Shipping

[SHOP NOW](#)

[Click to view.](#)

**Lord Jones**  
March 4 at 8:44 PM · 🌐

Discover the finest in hemp-based skincare wellness.



BUYLORDJONES.COM  
**One of @FastCompany Most Innovative**

[SHOP NOW](#)

[Click to view.](#)

**Lord Jones**  
September 24 at 2:38 AM · 🌐

"Meet my favorite bath soak of all time." – Cosmopolitan on Lord Jones Hemp-Infused Bath Salts

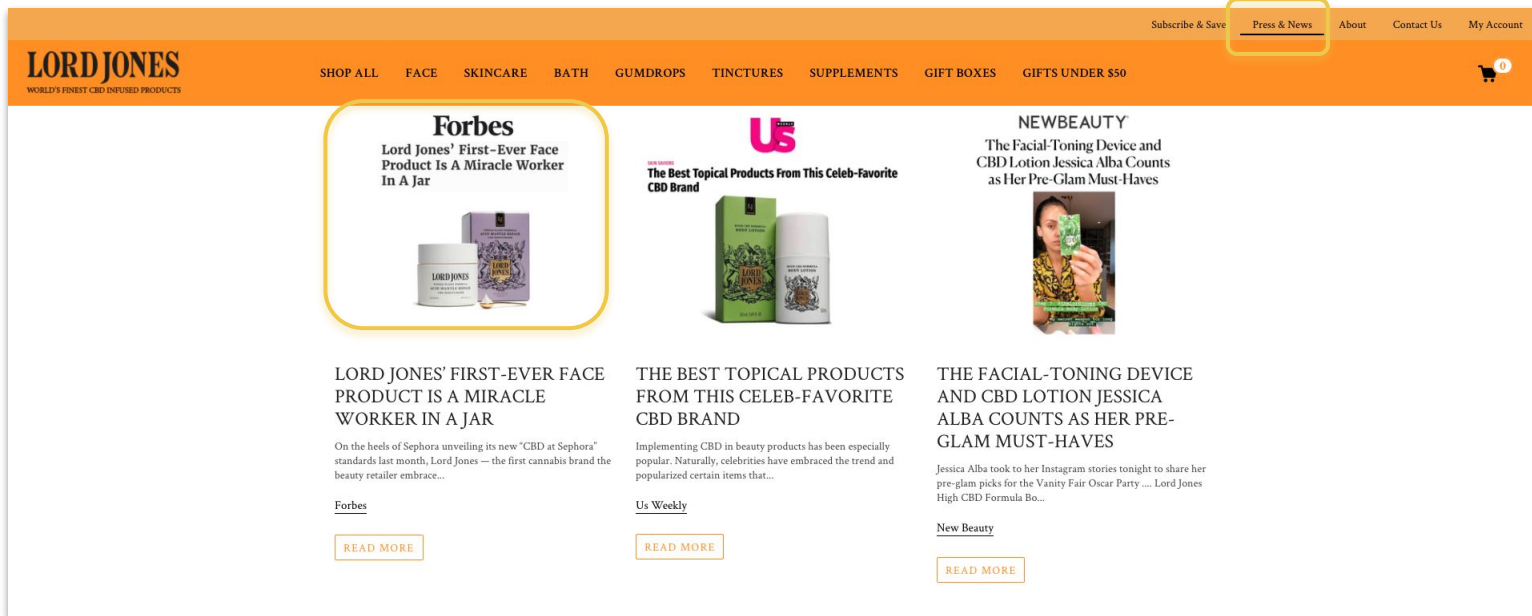


BUYLORDJONES.COM  
**Find Your Zen**  
Free Shipping

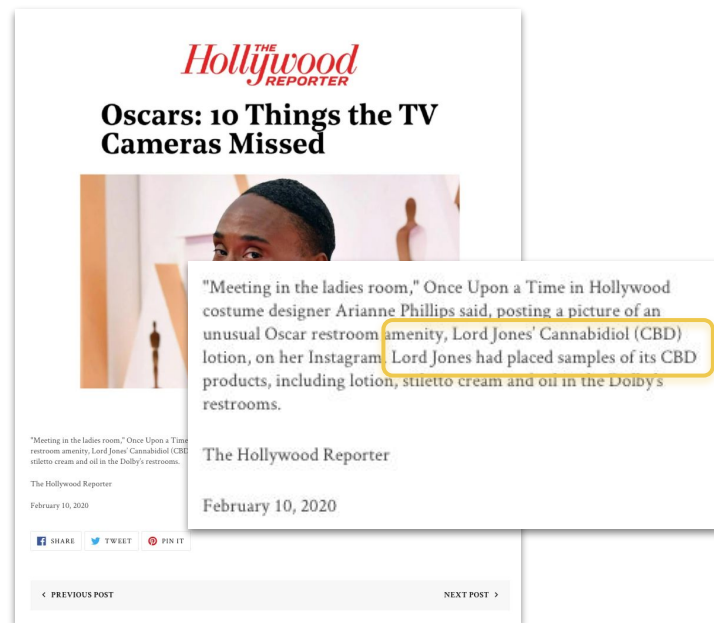
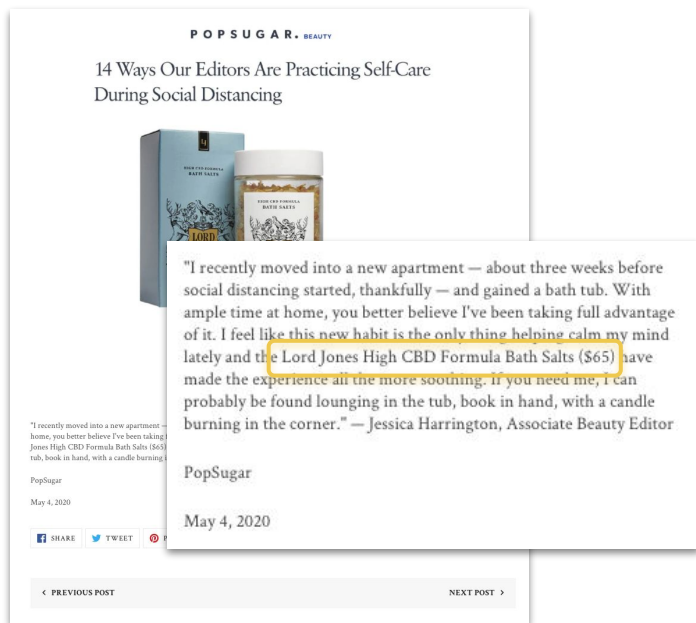
[SHOP NOW](#)

[Click to view.](#)

On their website, lordjones.com, they have a section dedicated to their [press exposure](#):



**A tactic Lord Jones uses for reposting these articles is to only include the section where they are featured; this keeps customers' attention focused only on their brand.**





# Key Takeaways

## From the How Lord Jones Leveraged Media Exposure to Drive Web Traffic Case Study

**Media Planning Tactic — Create “Gift Bundles” to Target “Gift Guide” Articles:** Lord Jones’ products is often featured in various gift guides from publications such as Vanity Fair, PopSugar, Allure, and so on. Unsurprisingly, “gift guides” is a particularly trendy search term during the holiday months (November and December). By being included in popular gift guide articles, Lord Jones is able to leverage the high search volume for “gift guides” to increase their brand exposure. They also periodically come up with gift bundle products that fit in perfectly with these types of guide guides, making it easy for publishers to choose products to recommend.

**Content & Messaging — Reuse Media Articles for Organic Social Content:** Take advantage of the media exposure and share media content on various social media platforms. Lord Jones takes screenshots of web articles, often sharing the publication logo and article title, and posts that on their Instagram. The caption then highlights the section where the brand is mentioned. Not only does this add credibility to your brand, but gives customers an added confidence boost in your products, especially if they are a follower of whichever publication recommended your product.

**Content & Messaging — Include Media Articles into your Website Content:** Lord Jones created a dedicated space for all their press & news articles - doing so provides a similar effect to sharing such content on social media. This also gives the Lord Jones website extra SEO advantages but tying in the Lord Jones brand with publication brands. For example, if a user were to search for “Lord Jones + Popsugar”, not only would the PopSugar article show up, but Lord Jones’ own website would also show up as a search result.

**Facebook Ads Tactic — Use Social Proof in Advertising:** Lord Jones does not stop at resharing media articles on their website and organic social, they also integrate it with their advertising - in particular, their Facebook advertising. Rather than using the brand’s own ad copy, they’ll quote reviews from various media publications, (ex: Forbes - “Lord Jones’ first-ever face product is a miracle worker in a jar”) and link customers to said products’ product page. Not only does this help promote the product, but it can be used as social proof that, again, lends a trust factor to your brand and product.