

Selling CBD

Advice from Industry Veterans

Introduction

CBD IN 2022

CBD is one of the fastest-growing segments of the wellness industry. As more states clarify regulations for hemp derived products, the industry continues its meteoric rise. According to research from [BigCommerce](#), CBD is expected to grow into a \$7.8 billion industry in 2022. A study by BDS Analytics and Arcview Market Research projected the CBD market could reach upwards of \$20 billion by 2024, which outperforms previous projections by nearly \$5 billion.

These days, CBD is so much more than just ingestibles — spanning everything from beauty products to food and beverage, to pet treats and beyond. CBD products are lining the shelves of our regular grocery stores, no longer secluded to dispensaries and niche sellers. Wellness, health & beauty, and CPG (consumer packaged goods) dollars continue to flood the space as consumers become more aware of the connection between cannabinoids and wellness.

CBD as an industry is in a unique regulatory position. Prior to the 2018 Farm Bill, CBD was federally illegal. The passage of the Farm Bill opened the door for hemp-derived cannabinoids with no more than 0.3% THC for broad production and sale. While CBD is effectively legalized at a national level, the industry still operates in a regulatory gray area. The association with its more regulated cousin cannabis creates ambiguity and challenges unique to the industry.

So it's legal to sell CBD products (with some limitations) but which products should you sell? What kind of packaging is most compelling? Where can you market your products? How much should you spend on inventory and how much on marketing? How can you measure attribution from different marketing channels so you know to spend more money? What could go wrong?

NOW WHAT?

Hawke Media, Trustpilot, and FieldTest have partnered to answer some of the most pressing and recurring questions from businesses getting into the industry — directly from those who have done it themselves. In this ebook you'll find common mishaps, best practices, and lessons learned from brands and experts who have done it before.



Common Issues & Transparent Solutions



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How Do You Even Get Started?

The answer to this comes from your established mission statement and demographics. It will be unique to each brand, and there are no wrong answers as long as they are established with purpose. Is the brand's goal to be the CBD alternative for all of a customer's daily needs? If so, there will obviously be a variety of products in an effort to be the dominant CBD presence for everyday use. Are you targeting people who use CBD to deal with anxiety? If so, you just need a few convenient solutions so you can focus on making each product the best it can be. Don't give a consumer base who deals with anxiety so many options they get choice paralysis!

Price points under \$40 are great and can allow customers to try your products, but you want to ensure that customers will check out with a shopping cart size big enough to justify your marketing investments. Another strategy to increase cart size is to offer fun add-ons during check-out, such as bath bombs or lip balm. Brands who routinely see \$100 plus checkouts can afford to spend more per customer on advertising. If you are committed to low costs, consider offering monthly subscriptions to secure a lifetime value greater than just one month of product sales. As a brand, you want your customers to love your products and stay with you for years. If you know your customers are sticking around for a long time, you can afford to spend more to acquire them.

Customer loyalty is a major key to running any successful business. Loyal, repeat customers generate more bang for your buck by bringing in future revenue without as much marketing or advertising spend. This is called Customer Lifetime Value (CLV), and Hawke Media considers it the most important metric to measure the viability of a business.

Pure Spectrum CBD Founder Daniel Fuerter shared, "We focus more on customer retention, because it costs a lot more to acquire a new customer. New customers usually have a lower average order value (AOV) around \$70-80, but with returning customers, we see an AOV over \$100."

HOW DO YOU CREATE REPEAT CUSTOMERS?

First of all, you need to have a product worth coming back for. Poor quality, falsely advertised, or inaccurate products are quickly going to shut down any chance of a customer re-buying in the future. But it's not just about the product; you also need to provide an experience that is seamless, helpful, and makes buyers excited to shop with you again. This includes everything from website development and user experience to customer service options when things go awry. A poor customer experience is a fast track to failure. Client testimonials make a big difference in CBD marketing. You can feature them on your site, embed Trustpilot for customer confidence, and even highlight great reviews in banner ads.



Create Compelling Brand Content to Grow the Business

Once you have built out your brand presence and identified your product focus, it's time to produce some content that will appeal to your target customers. Many brands in the CBD space start this process by creating a landing page to answer the question: *Just what is CBD and how does it work?* This is an excellent way to showcase your unique voice while informing and leaving a lasting impression on newcomers to the space. Another way brands produce content is by considering and answering specific questions their audience may be asking. Thinking about these things early makes it easier to define your brand's unique voice and key demographics.



For example, say you decided you want to pursue the urban millennial yoga mom audience. From the outset you know exactly who you are speaking to when you create content! You can create a blog that showcases stories that sound similar to theirs, case studies of CBD's benefits that resonate most with them, or create specific promotions based on their interests. Come up with recipes for luxurious, CBD-infused post-workout baths (soaks). Write a blog post about how your products help relieve stress after a long day at work. The opportunities are endless! Remember that nothing catches a customer's eye like a beautiful image, so be sure to include some high quality imagery along with these articles to grab your audience's attention. Now you have a strong foundation for your top-of-funnel as you can easily begin promoting this content to your desired audience and start gathering data on what works best. This is where your long-term campaign success all kicks off!

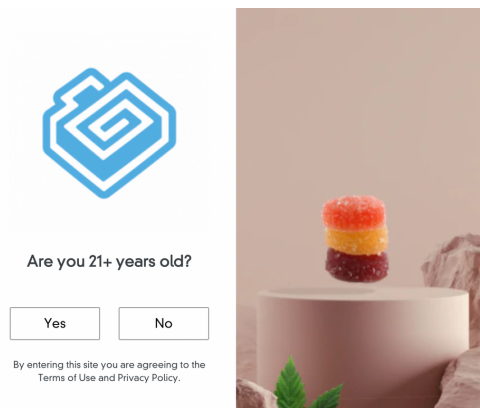
For a deeper dive into CBD blog ideas, check out [Hawke's article Why Your CBD Brand Needs a Blog](#).



Website Creation & Compliance

There are best practices for building your website to launch your business into success. Include pop-ups to draw attention immediately upon entering the site. This can include things like age verification, offers, email list sign up, discount codes and more. Be sure to feature your products prominently on your website and include educational assets and/or reviews to ensure people understand the products before buying. Triple check for errors like misspellings and broken links. Lastly, having an easy to use navigation bar will improve the entire user experience.

In any field that involves health products, it is important to be sure that your site is as clean, accurate, and professional as possible. Things like typos, inaccurate or missing information will be a giant red flag for potential shoppers leaving them questioning the legitimacy and trustworthiness of your shop and products. Your website is going to be the gateway of your business. It needs to run smoothly, be informative, and also be easy to use. Any issues in these spaces will lead to increased bounce rates which will hurt your SEO efforts.



MEDICAL CLAIMS

Just as important as the design and functionality is compliance. Federal, state, and local laws, regulations, and guidelines also apply to claims made on your website.

It's highly recommended to be transparent and approachable on your website. Display your business address, contact email and phone number, along with customer service links and (if applicable) a team and about page. Legitimacy is a factor with CBD businesses, and the most successful brands will be the most transparent and communicative. This garners trust from potential customers, and contributes to a smooth review and approval process when advertising your brand with creative, data, and inventory partners.



Website Creation & Compliance

LEARN FROM THEM...

- How Do I Make My Website Compliant?
- What Are Best Practices for Website Builds?

There are restrictions around language when describing the benefits of your CBD products. Stating claims or making promises of health or medical benefits as a result of CBD product use are completely restricted both in your ad copy and your website content.

Brands cannot claim their product or CBD has proven benefits for medical conditions. Studies might show promising results, but brands are not permitted to claim their products/CBD can provide cures for customer conditions or ailments. For example, advertisers cannot make claims such as “CBD stops respiratory issues” or “CBD cures cancer.” Low-sensitivity health benefits such as treatments that might help with anxiety, insomnia, pain, and skin issues are okay to mention so long as they have qualifiers such as “may help”, “might improve” or “possible benefits.”

You **cannot** associate your product with treating or curing serious illness or disease, nor can you claim that CBD products have definite effects, even for less serious maladies.

- "This product can help reverse your liver cancer."
- "This product can help manage schizophrenia"
- "CBD helps you sleep better."
- "CBD relieves stress."
- "CBD is a natural pain reliever."
- "This product helped me sleep."
- "This product relieved my skin issues."

You **can** describe effects from the product that **MIGHT** or **MAYBE** will occur, or use soft conditional language:

- "CBD may help promote calm and restfulness."
- "CBD might help relieve stress."
- "CBD may help offer relief from pain."
- "Find your chill with CBD."
- "Find relief from the day-to-day with CBD."
- "Uncover your zen with CBD."
- "Recover from your day with CBD."



Payment Providers

We found brands ran into numerous issues with one very essential element of running a successful business — collecting payments.

Best Buds Premium Hemp Products (Best Buds BFF) founder Drew Giles shared that his brand went through a four-month long audit with Square in 2021 and wasn't able to clear any checks during that time. **Seven Points CBD** ran into issues with Shopify saying that CBD companies could not utilize Stripe for payments because of the "CBD" language in their URLs. According to founder Mike Banhagel, they are paying 2-3x more for credit card processing than other CPG brands due to miscellaneous regulations and red tape.

And the issues don't just start when a card swipes. **Pure Spectrum CBD** had issues getting funding in the first place.

"A lot of the reasons why we were denied by banks was because they associated Hemp and CBD with marijuana," said **Pure Spectrum CBD** founder Daniel Huerter.



LEARN FROM THEM...

- Which Payment Providers Should You Use?
- What Should I Look for When Choosing a Payment Provider?

Developing a strong relationship with a reliable payment processor will be a huge advantage for your business. CBD merchants must comply with both federal and state laws, in addition to the rules set by credit card companies and federal regulatory bodies.



Payment Providers

When researching payment processors, it is important to read the fine print of how they handle CBD and cannabis products. Is there a certain percentage of THC you are allowed to include in products on their platform? Are there language regulations? What notices need to be available for consumers and where? Choose a partner that advertises their work in this space as you can then expect more seamless service and upfront information about what you can and cannot do before you have to find out the hard way. Their understanding of the industry will also likely be more comprehensive and will evolve as the industry and regulations do.

Some potential providers include Square, PaymentCloud and Maverick Payments.

When looking for a payment provider, it is also important to understand their rates and contract details before committing. Also look for a partner that has robust customer service activity.

Before being able to utilize a payment provider, you will need to apply as a merchant. The process will change depending on whether you are a new business and existing. If you are an existing ecommerce store, it is important not to add CBD products to your site without notifying your payment processor ahead of time.



Email & SMS Marketing

Seven Points CBD, like many other brands in the vertical, has dealt with the ever changing regulations around SMS marketing. The company's founder, Mike Banhagel, has felt the frustration of the 2021 changes to text message regulations in the United States.

"We cannot do SMS marketing because the data brand and carriers have marked CBD marketing via SMS as a danger to the consumer [for underage consumers]," Banhagel shared.

The regulations are also related to the lack of nationwide legality for these products making it impossible to promote legally inside of text messages.

Email marketing can, however, be a very fruitful avenue to sell products and keep consumers coming back for more – but not without its own set of challenges.

When getting started, you may be tempted to purchase email lists to start your sends, but Banhagel of Seven Points CBD warns against it because any issues with spam flagging from the start can hurt your deliverability in the long run.

LEARN FROM THEM...

- What Platforms Should You Use?
- How Can You Be Successful without SMS Marketing?
- How Can You Build Email Lists Organically?

Unfortunately, within the United States, sending SMS or MMS messages related to cannabis or CBD is outlawed entirely as the products are not federally legal. There are no exceptions to this policy, meaning if you're selling these products, text message marketing is completely off the table. SMS is one of the most effective elements in modern marketing strategies, but the loss is not a nail in the coffin — it simply must inspire some creativity.

With email marketing, it's important to do your research before getting started. Email marketing providers will handle more "risky" industries like CBD in their own way and it's important to do your research before committing to a platform to avoid getting stuck in contracts or having to jump through hoops with your lifecycle partner of choice.

If you're looking for a starting point, Klaviyo, Omnisend and dotdigital are a great place to start. All three work with CBD clients and have shown proven results in doing so. Looking to learn more about any of these? Email partnerships@hawkemedia.com and we will get you in touch.



Display Advertising on the Open Web

Programmatic

There is a myth in the CBD world that you can't advertise online, but the good news is, you can! Facebook/Instagram can be tough to navigate, but the rewards are substantial, and mainstream and specialty ad networks provide opportunities for savvy CBD brands to advertise, as long as you follow some simple guidelines. FieldTest secured relationships with forty exchanges which allow compliant websites to advertise CBD with no extra fees. There are some networks who specifically cater to CBD brands on a narrow list of sites, but may charge higher rates. Many clients say that average cart size is higher from this type of ad buying than from other channels.

When advertising your CBD brand you may want to start by using identity matching to upload your email newsletter and client lists so you get a head start on your campaign launch. Then create prospecting campaigns using third party data segments that match your customer personas. You might focus, for example, on dog owners who are open to CBD treats by targeting Whole Foods shoppers, pet owners, people who buy toys for pets, etc.

Video ads can also be a compelling way to share your brand story in your prospecting campaign, but be sure to set these ads up separately as they will perform better on different sites than your large format display banners. FieldTest sees many clients succeeding with campaigns designed around key hero products such as gummies, beverages, sleep-focused products or capsules.

First party data, gathered from site visitors and purchasers can also give you a head start on a new campaign, but be careful not to overpay for audience data or your sales profits may be compromised. In prospecting, you want to use high impact, visually appealing images to get your prospective customers' attention and then educate them about your products in the lower funnel with appealing retargeting ads and new customer and coupon offers. It's common to offer a discount of 10% if a prospective customer signs up for your newsletter.

More sophisticated ad buying platforms like [FieldTest](#) offer AI-based lookalike audiences for your consideration campaigns. These audiences are built based on the people who buy your products, and are created based on data gathered from global and purchase pixels placed on your site for tracking before you start your campaign.



Display Advertising on the Open Web

Programmatic

KNOW YOUR STRATEGY

So much of what makes a CBD brand successful is creating a unique presence both on and offline that leaves customers with a positive impression that will last. This means having unique branding and an easy to navigate website with quality products on highly shoppable pages. When you've put all these pieces together you'll be in a much better position to ask yourself the important questions that will help you run a successful CBD ad campaign. Who is your brand designed for? Where are your customers located? What are their interests?

The CBD audience is unquestionably large and ever-expanding, but more often than not, you will find that being selective and precise in your approach delivers better campaign performance. Know your desired customer "personas" (or even create a few to test). Are they yoga enthusiasts seeking post-workout recovery, or 20-somethings needing something to help them sleep? People are much more likely to buy from a brand that feels like it is personally tailored to them and their interests. Make these audience decisions early; let them be your guide in building your ad campaign and marketing strategies.

WHAT DO HIGH PERFORMING CBD ADS LOOK LIKE?

Miraflores is a brand known for their high quality CBD products, all natural farming in Colorado, and their herds of Alpacas, who generate "Alpaca Gold" to produce the best crops. Their beverages, capsules, and pet products are best sellers. See some of their top performing awareness and retargeting banners here, so you can see how they succeed in capturing and closing new customer orders.



Success in display advertising is measured by metrics such as Cost per Click (CPC) and Cost per Visit (CPV) in the prospecting layer, and Cost per Acquisition (CPA) and Marketing Qualified Leads (MQL) in retargeting. Brands commonly look for CPAs in the \$30-\$50 range, and ROAS at the 250% plus level. Investing in SEM, social media, and display advertising in tandem can deliver net ROAS of 400% plus for brands.



Social Media Advertising

Social media is the biggest challenge for many CBD brands. There are specific rules around not just advertising, but also the content being presented on organic channels.

Best Buds BFF shared that their Facebook was once flagged based on language being used by users (not the brand) within a Facebook Group. The issue led to their Facebook Page being limited and suspended.

Language usage is another huge struggle for brands in the space. "You can't say CBD in our marketing materials because it is derived from marijuana. "Hemp" is really the only CBD identifying keyword we use in our advertising. When doing that we saw about a .5% conversion rate on ad spend." Shared Drew Giles, the founder of **Best Buds BFF**.

LEARN FROM THEM...

- Where Should Your Brand Be On Social Media?
- What Should You Avoid Posting?
- How Do You Advertise within the Stringent Regulations?

It is important to be educated. Working with an agency or expert who understands the nuances of the rules may be the way to go.

To get started, your brand needs to be on every relevant social media platform. Facebook, Twitter, Instagram and TikTok are a great start. YouTube would be great if you're committed to longer form educational video content.

Know the audience on each platform. While you need to be active on all accounts you have created, you need to tailor the types of content to the audience that visits those sites and follows you.

Get creative with how you utilize social media! **Seven Points CBD** has been developing customer loyalty on social channels via a referral program which will launch in May 2022. Consumers receive points for posting Instagram Stories, tagging the brand on social channels, sending posts to their friends, etc. They also run specials to offer free products by completing tasks like engaging in the comments on their posts.



Social Media Advertising

Advertising comes with its own set of specific struggles.

Although not directly prohibited in their advertising guidelines, Facebook's advertising rules reject of most CBD ads submitted onto the platform. If you are set on running ads on Facebook or Instagram it is important that you do meticulous planning to ensure your assets and language do not break any of the rules. For example, if you're going to advertise on these platforms, it is safest to not mention CBD, hemp or cannabis at all. For a full look at Facebook's advertising policies, visit <https://www.facebook.com/policies/ads>.

"Retargeting and banner ads seem to be opening up on Facebook, but there's still too much red tape around it." - Daniel Huerter, founder of Pure Spectrum CBD

"Retargeting and banner ads seem to be opening up on Facebook, but there's still too much red tape around it."

Daniel Huerter, Founder of Pure Spectrum CBD

Twitter Ads are banned from promoting any kind of drugs or drug-related items. It is possible to advertise on the platform if you're a Twitter-authorized, licensed business and promote non-ingestible, legally derived CBD topical products. More information on Twitter advertising can be found [here](#).

[TikTok Advertising prohibits](#) the "promotion, sale, solicitation of, or facilitation of access to illegal drugs, controlled drugs, prescriptive drugs, drugs for the purpose of recreation, homeopathy, enhancement, performance, including weight loss" and the "depiction or featuring of drugs-related words, symbols, or images, whether in the form of visual or audio content, or any of such." TikTok is a better platform to test out for organic content publishing.

Traditional display advertising outside of Facebook and Instagram can be a lucrative way to tap new customers and convert site visitors from upper funnel marketing.



Affiliate & Influencer Marketing

Social proof is a huge part of the consumer decision process, but in a highly regulated industry like CBD you need to know the rules every step along the way. Brands like Pure Spectrum CBD have found that working with influencers is a great way to provide educational content about their product and tell the brand's story without having to do it themselves.

The FDA will get involved when there are any mention of specific health effects, efficacy or other unsubstantiated claims. For a full look at what the FDA prohibits, [click here](#). Influencers cannot state that a CBD product could treat, mitigate, cure or prevent diseases. This includes simple ailments like aches and pains. They also cannot state that products are lawful in all 50 states as laws are fluid on a state by state basis.

LEARN FROM THEM...

- How Do You Educate Your Influencers and Affiliates?
- What Are the Rules and Regulations?

Working with influencers and affiliates can be extremely powerful tools for fostering trust with a product through the power of social proof. In the CBD industry, in particular, trust is extremely important. Most consumers are not knowledgeable enough to understand the minute details of a product and its health benefits, let alone decipher if it is safe or will work for them. Tapping into social proof through influencers and affiliates can be extremely powerful in getting your product into the hands of your target audience.

“Social proof as a validator for a consumer’s decision to convert is super powerful especially in a market when perceptions are changed quite quickly.”

Oliver Spencer, Plant Alchemy CBD Founder



Affiliate & Influencer Marketing

It is imperative that there is a review process for the content that your influencers and affiliates are posting before it goes live. This can be done through project management softwares or with the help of an agency team that coordinates and executes your influencer and affiliate marketing strategy.

Sharing suggested copy with your influencers and affiliates is a great way to avoid any misalignment with the brand. It should be personalized to each poster so as not to seem too sales-driven, but providing the copy up front allows you to ensure it is in line with regulations and opens the conversation for partners to run revisions by you ahead of posting. As a general best practice, posts that are going to stay live (rather than disappear like an Instagram Story or livestream) are best as it is easier to regulate what is being said ahead of time and make adjustments if needed.



If you plan to engage in a long-term relationship with specific influencers or brands, it is worth your time to coach them on the product, regulations and language. Seven Points CBD has worked with their influencers to understand the specific language that can and cannot be used when promoting their products. Things like “it sped up my recovery” is a great alternative to making actual health claims.

Make sure everyone you partner with understands the [FTC Endorsement Guidelines](#) for disclosing their relationship with you as well.



SEO & Search

With the limitations on other channels, many CBD and Cannabis brands have found that search engine optimization (SEO) is a huge tool for success online.

But SEO is a long-term game play. It's not something you can simply decide to do one day and be reaping the rewards the next.

According to **Pure Spectrum CBD** Founder Daniel Huerter, SEO is one of two channels where they've seen the best results.

"You have to play the longer game, the slower game...SEO is huge," Daniel Huerter, Founder of **Pure Spectrum CBD**

You may be thinking, but I know nothing about SEO! And you're not alone. **Plant Alchemy CBD** has learned that sometimes it is best to let the experts step in.

"I outsource to experts beyond myself who are doing this stuff every day," Oliver Spencer, Owner of **Plant Alchemy CBD**

LEARN FROM THEM...

- How Do You Incorporate SEO Into Your Strategy?
- What If You Aren't An SEO Expert?

While social media and search platforms have prohibitive restrictions on advertising CBD products, SEO is a comprehensive solution to bring customers directly to where they can buy your products — your website.

The basics of SEO apply to CBD and cannabis just like any other industry. It's a long term endeavor that will reap rewards consistently no matter your advertising budget or limitations.

The main goal of search engines is to ensure that users are able to find what they need based on keywords chosen in the search bar. Search engines prioritize websites that best meet the needs of the user. How does it determine which sites those are? It's a complicated system that looks at the value and legitimacy of your content, user experience (things like time spent on site and bounce rates), your website's authority (how often you're linked back to or referenced on other sites), chosen keywords, and more.

When you implement a consistent, strong SEO strategy, you've found a cost effective way to reach interested audiences with your product and brand.

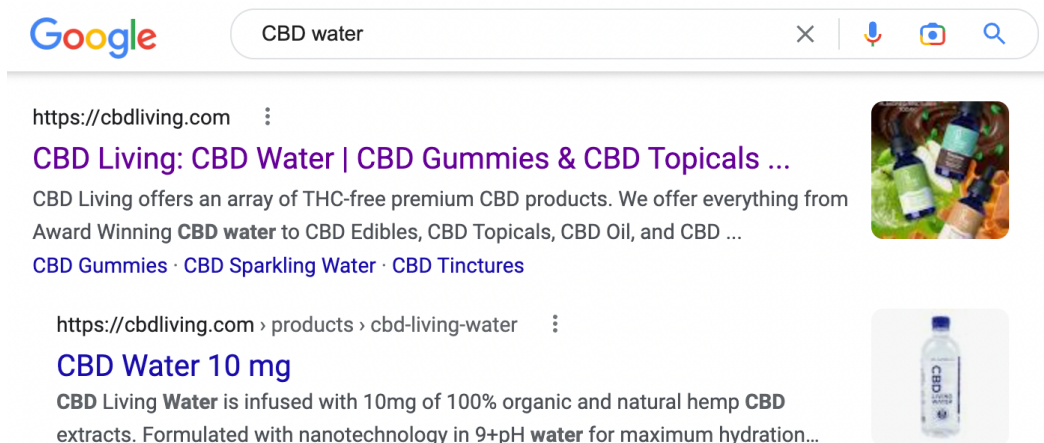


SEO & Search

HOW CAN YOU OPTIMIZE YOUR SEO?

- **Choose the Right Keywords for your Site/Product:** Ensure your keywords comply with the regulations of the cannabis industry. Utilize tools like Google's Keyword Planner to find suitable choices for the industry. Look for keywords that have the intent you're looking for. For example, are you trying to drive purchases or share information? You also need to research which keywords are relevant and have search volume, but are less competitively used in other content. As a general rule in SEO, you can often get more value with keywords that are related, maybe volume driven rather than fighting for eyeballs on highly used keywords.
- **Make Sure Your Site is Clean:** Broken links, duplicated content, slow site speeds, non-mobile optimized design, and site security are important to boosting your ranking in SEO. It is also important to make sure your website is [crawlable for Google's robots](#).
- **Build a Linking Strategy:** A huge part of successful SEO is building authority by having your site referenced on other websites. It serves as social proof for your content's reputation and authority. Exchanging links with other relevant sites is an excellent way to mutually benefit both parties. Adding your content and linking to related directories is another great way to start link building.
- **Publish Blog Content:** Blog content is an incredible tool in bolstering your SEO. Not only does it give you ample opportunity to include keywords for Google's crawlers, but it also builds opportunities for backlinking and provides more content for others to reference as sources.
- **Check out Competitor Content:** Seek out your competitors' content and check out what words they are ranking for and which keywords are working for them. Copying isn't the answer, but it can give you a good idea of what type and style of keywords are converting farther down the tail.
- **Track Trending Topics:** Build content on your site that is timely and relevant to what's going on in the world and in your industry. Having well-planned and well-timed out content can make a huge difference in search results during that time period.

If you don't have an SEO expert on your team, it is best to partner with an agency — [like Hawke Media](#) — to get you going. This will make the long journey to success less bumpy and help you tailor your strategy to stand out from the crowd.



The image shows a Google search interface with the query "CBD water". The search results include a link to "https://cbdliving.com" with a title "CBD Living: CBD Water | CBD Gummies & CBD Topicals ...". The snippet below the title reads: "CBD Living offers an array of THC-free premium CBD products. We offer everything from Award Winning CBD water to CBD Edibles, CBD Topicals, CBD Oil, and CBD ...". Below this is a link to "CBD Gummies · CBD Sparkling Water · CBD Tinctures". A second result is for "https://cbdliving.com › products › cbd-living-water" with the title "CBD Water 10 mg". The snippet for this result says: "CBD Living Water is infused with 10mg of 100% organic and natural hemp CBD extracts. Formulated with nanotechnology in 9+pH water for maximum hydration...". There are two images: one showing various CBD products and another showing a bottle of CBD water.

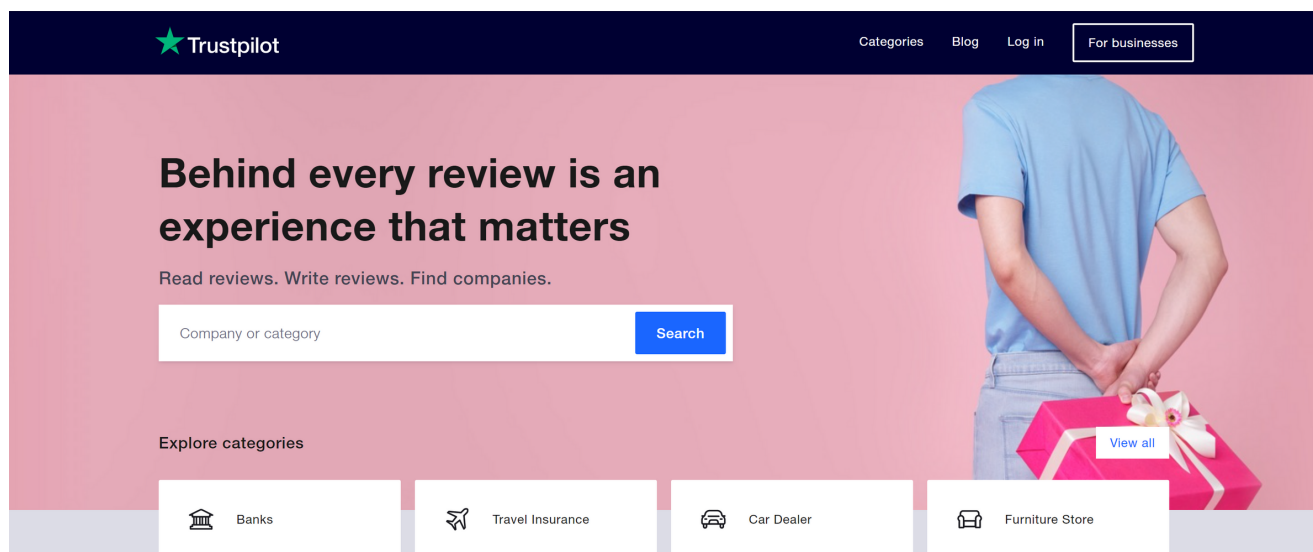


Rules and Regulations Around Reviews

Reviews can be one of the most powerful performance enhancers for brands. But much like everything else, they need to be handled correctly and within the given regulations.

According to **Best Buds BFF**, 60-70% of their new customers are motivated by reviews on Trustpilot. Customers in the consideration phase of the marketing funnel check out reviews before checking out, proving their huge influence on the overall journey. In the CBD space, reviews are even more important as consumers are looking for confirmation that the product is high-quality and serves the purpose advertised.

As with every other channel, the language is important. "As soon as you make a health claim, you're a drug and drugs have to be approved by the FDA before they can be sold," shared Mike Banhagel of **Seven Points CBD**. This applies to reviews, as well. Brands can be punished for health claims made by reviewers, making this outlet a little tricky as well.



LEARN FROM THEM...

- What Are Best Practices for Reviews?
- How Do You Regulate What Customers Are Saying to Stay Compliant?

CBD and Hemp brands must closely monitor their reviews because even if they are positive, you cannot publish reviews that make specific health claims without FDA approval. To generally protect your company, it is best practice to place a disclaimer by any review widgets on your website along the lines of "Any statements made regarding these products have not been evaluated by the Food and Drug Administration. The efficacy of these products has not been confirmed by FDA-approved research. These products are not intended to diagnose, treat, cure or prevent any disease."



Rules and Regulations Around Reviews

Many CBD brands wish they had focused on the power of reviews earlier in their business's lifetime. As soon as your products are in store (on or offline), start building up your review process. Reach out to buyers with requests to leave reviews on specific platforms. Send automated emails to your buyers a week after the product was delivered asking what they thought. Include a call to action on your website to your Trustpilot profile. You can even look into incentivizing them with future discounts or loyalty points.

FEATURED PRODUCTS

NEW & IMPROVED



★★★★★ 33 Reviews
Sports CBD Cream · 1800mg · 3 oz ·
Level 3 · Mint
\$49.99 ~~89.99~~

LEARN MORE

NEW & IMPROVED



★★★★★ 42 Reviews
Sports CBD Roll On · 1800mg · 2.5oz ·
Level 3 · Mint
\$49.99 ~~89.99~~

LEARN MORE



★★★★★ 55 Reviews
CBD Gummies · 750mg · 60ct · Level
ZZZ · Restful Sleep
\$49.99

LEARN MORE



★★★★★ 35 Reviews
CBD Oil Drops · 1200mg · 30ml · Level 2
· Mint
\$44.99 ~~49.99~~

LEARN MORE

Once you're receiving reviews, be sure to respond to them regularly — even the positive ones. It shows that you're listening. Work on problem solving with those who left negative reviews. Can you send them a new product if something was wrong with the original? Can you provide guidance for their next purchase? Or can you simply apologize for a negative experience and let them know you care?

Having a healthy reviews profile can also help with SEO efforts.



Special Offers from our CBD Partners

SEVEN POINTS CBD: 40% OFF SITE-WIDE

Seven Points CBD provides big relief without any big pharma baggage, making them one of the best choices for pain and anxiety relief in the CBD space. It's even easier to find a Seven Points product you'll love with this coupon code:

Use code: **ADVISE at checkout to save 40% off sitewide!**

BEST BUDS: 30% OFF FIRST ORDER*

With Best Buds CBD you'll feel like you hit the jackpot! Their CBD is the gold standard and that's only the tip of the iceberg with their great offerings. Give them a try with this coupon to save on your first order over \$50:

Use code: **TP30 at checkout to save 30% off your first order *over \$50!**

PURE SPECTRUM CBD: 10% OFF PLUS FREE GIFT

Pure Spectrum knows the pain of recovery can be a lot to take for athletes and fitness minded folks. That's why their specially formulated recovery products stand a head above the rest. See how easy recovery can be with this coupon code:

Use code: **PSGIFT at checkout for 10% off your order + FREE Lavender Relax Salve**

MIRAFLORA: 30% OFF FOR FIRST TIME BUYERS

Miraflora is one of our favorite CBD brands. Every drop of their organic full-spectrum oil is sourced from their USDA-certified organic farm in Boulder County, Colo., which is fertilized by their very own alpaca herd. From beverages to balms, Miraflora's products are some of the best on the market:

Use code: **MIRA30 at checkout to save 30% off your first order!**



Meet the Partners

HAWKE MEDIA

Hawke Media is an award-winning digital marketing consultancy and full-service agency. Hawke was founded on the idea that every modern business needs a CMO-level expert to lead digital marketing efforts. They customize data-driven, performance-focused solutions to help launch, scale, and invigorate businesses of all sizes, industries, and revenue models. Hawke is shifting the agency paradigm by putting client success ahead of their own. Their comprehensive à la carte menu of services and month-to-month contracts mean you get only what you need, when you need it.

TRUSTPILOT

Trustpilot.com is a customer review platform and community to help your brand drive more traffic from paid and organic search results, and make the purchasing decision easy once those shoppers get to your site. Collecting reviews through Trustpilot helps you build a stellar online presence right where shoppers are researching their next purchase. Turn more browsers into buyers by showcasing your reviews across your site and marketing materials, and drive customer loyalty with learnings from consumer behavior and sentiment trends across locations and markets.

FIELDTEST

FieldTest is the marketing platform that delivers big agency results to any brand. We believe CBD is fully regulated and brands should not have to pay a premium for advertising. We built FieldTest to connect every business with the best tools to grow their sales. We believed that there was something better, cheaper and easier to use than Facebook. We were tired of opaque results, rising costs and dubious tactics. So we built a solution that connects the most sophisticated advertising marketplaces directly with small businesses. We put it all together in an empowering, understandable and straight-forward way.



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