How a Leading CBD Brand Discovered Untapped Audiences to Drive 20% QoQ Brand Growth and Inform Marketing Strategy

OVERVIEW

A leading CBD and e-liquid brand was struggling to compete in a saturated market and wanted to find new customers and trends to drive brand growth.

Social intelligence was used to discover new groups of customers and the spaces and conversations online that influence their buying decisions.

The brand is using insights to inform brand, product, and digital marketing strategy to stay ahead of the competition.

The Challenge

A leading CBD and e-liquid brand was giving out free samples to entice consumers to try their CBD products for pain relief. Teams found this strategy to be ineffective, and competitors were trying to out-innovate the brand. New audiences and use cases needed to be discovered in order to improve sales and marketing outcomes, however, focus groups and market research is expensive and timely. Teams needed a quick way to find audiences that are passionate about CBD and its benefits. They knew these groups existed abstractly, but couldn't determine the size or how they influence mainstream audiences.

The Solution

Social intelligence was used to identify and understand untapped customer markets and learn the language that they were using when discussing the brand and its competitors. Teams found trends and emerging narratives that were driving interest in different strains of CBD, and uncovered subcultures that were discussing specific use cases for it, including anxiety reduction, workplace performance, and sports medicine.

The Result

Yonder's insights were used to improve messaging, inform pricing strategy, develop thought leadership programs, and optimize marketing campaigns. As a result, the brand has seen +20% quarter-over-quarter growth and are now able to speak their customers' language. Strategic teams can now keep a pulse on emerging consumer trends, proactively create content, optimize organic strategies, and inform major business decisions that affect the bottom line.