

# LIVE ★ FREE

How we helped Live Free triple their sales through brand development and expansion, social media marketing and content creation.



# SUMMARY

Live Free centers around its tagline: Live Free from harmful ingredients such as nicotine and tobacco, by replacing your traditional tobacco dip with a CBD pouch that offers a plethora of health benefits such as decreased anxiety, quicker muscle recovery, and more. When Live Free hired Wake and Make Media, they had very little in place when it came to branding and marketing. They knew their target demographic, but needed to refine it, build a website, create a consistent brand strategy, establish their presence online, and launch online sales. Wake and Make Media was therefore basically hired to build Live Free from the ground up and establish Live Free as one of the only brands of its kind.

# OUR ROLES

- Brand Development and Strategy
- Website Creators
- E-Commerce specialists
- Content Development
- Content Strategy
- Public Relations Outreach
- Social Media Strategy
- Social Media Campaigns

# CHALLENGE

Because Live Free came to us with just a product to start, we had to come up with a coherent brand strategy that worked with the company's vision but would also expand the brand to reach as many people as possible. The company also had very little in place when they came to us, so we had to build everything including Live Free's website and online presence. This took a lot of SEO work, and time to figure out the best way to reach potential customers.

Additionally, CBD (although federally legal) has a lot of limitations when it comes to marketing. For instance, you quickly learned that we were unable to use a lot of traditional ads such as Facebook and Google. We'd therefore have to find a way to get Live Free out into the world without using the traditional marketing channels we were so used to using for other brands and companies.

# INSIGHTS

Live Free's hemp pouches had a major advantage of being a disruptive idea - once you saw it, you couldn't forget it because it is such a unique product. Live Free's one competitor served a much different market and offered a substantially less amount of CBD than Live Free for a higher price. Additionally, while CBD has become super popular amongst a wide array of people, the concept of a hemp pouch is totally unique.

Therefore, we had to find a way to get it in front of as many people as possible. We knew that it would be great for people who were big dippers and for those who were trying to wean off of nicotine.

Finally, we wanted Live Free to target a male demographic since they comprise the majority of dip users. However, in doing so, we didn't want to completely isolate a potential female audience, so we had to find a way to incorporate both in our brand strategy and messaging.

# SOLUTION

## WE CAME, WE SEWED, WE CONQUERED

Wake and Make Media built the Live Free brand from the ground up by focusing on the benefits of CBD, and expanding the brand's audience to include not just nicotine users but also others who could benefit from the positive effects of CBD such as athletes. After adjusting Live Free's brand strategy, we launched the brand's website, developed an e-commerce platform, created social accounts and a blog, created unique and high quality digital content, and implemented a PR strategy to get Live Free the recognition it deserved.

# BRAND DEVELOPMENT



The owners of Live Free wanted a rugged, masculine feel for their brand, so we began to collect content that matched their vision. We then created a brand guide with fonts, colors and pictures that matched.



# BRAND DEVELOPMENT

## Colors



**#3B543B**



**#6B996B**



**#8F614D**

## Fonts

**EARTHREALM**

*Cookie*

**Oswald Medium**

**DIN**

# WEB DEVELOPMENT



Because Live Free didn't have an official website built yet (and was insistent on building a site they could edit themselves EASILY), we chose to build their site on WIX.

WEBSITE: <https://www.livefreesnuff.com>



We also learned that because of the restrictions placed on CBD, we were limited in terms of what type of store we could build. Wix does not permit the sale of CBD on their site, so we had to build an alternate storefront on Square, the company's preferred source of payment (that DOES accept payments from CBD). We then integrated the square store into our Wix site.

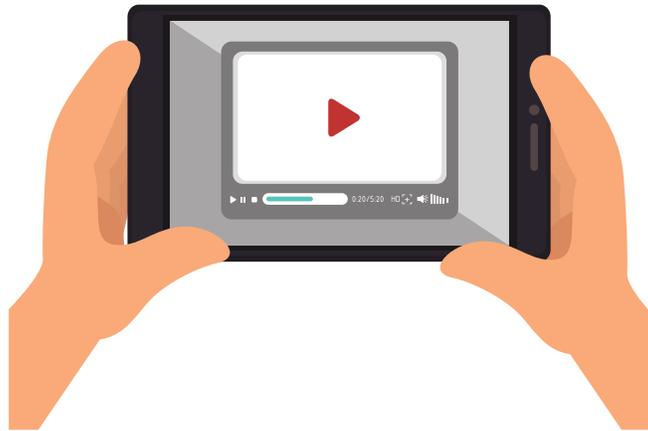
# CONTENT CREATION

We wanted to create content that was in the form of both pictures and video that we could use on the Live Free website as well as on the company's social media platforms. Therefore, we spent a few weeks taking pictures and filming the physical Live Free product, as well as the farms on which the product is grown.



# CONTENT CONT.

## VIDEOS



[Introducing Live Free Snuff](#)

[Introducing The Flavors](#)

[Live Free Heads to Charlotte Farmer's Market](#)

[Live Free Farms](#)

\*We continue to create 1 video per week\*

# SOCIAL MEDIA



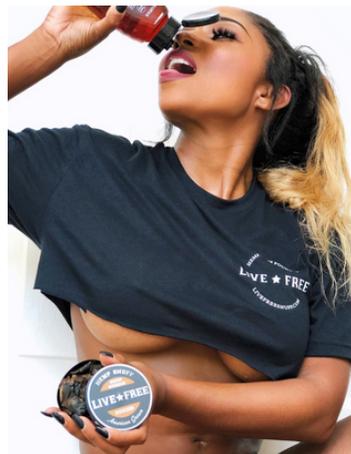
After we created content, we launched a Facebook business page, an Instagram account and a Youtube channel for Live Free. We posted on the accounts regularly: Instagram and Facebook daily and Youtube weekly. We started with zero followers and within 2 months grew to over 1,400. We also constantly interact through Direct Message, comments and liking other posts. We make sure that we are very active the majority of the day, 7 days a week



# INFLUENCER MARKETING

Because we were restricted when it came to most traditional advertising outlets, we placed a lot of emphasis on influencer marketing. We spent significant amounts of time on social media daily in order to target influencers who were either CBD users, athletes, or who were traditional dip users. For each influencer we reached out to, we sent them a care package that included a limited edition Live Free t-shirt, all five flavors of live free, a discount code, and a pamphlet that has the benefits of Live Free on it and an instruction manual on how to use the pouches.

Below are just some of the many influencers we collaborated with.



# EMAIL MARKETING

We launched an Active Campaign account for Live Free, so we'd be able to build an email list for the company. We did so by first purchasing a list of 500 emails of people who regularly purchased CBD products online. Out of those 500, we retained about 10% of them. We then promoted a "VIP" list on our social medias, where people would get discounts and be the first to know of product drops if they gave us their email. Lastly, we placed several "subscribe" buttons throughout the Live Free website which encouraged people to leave us their email addresses as well.



# BLOGGING

Once we established an email list, we then launched a blog on the Live Free website. This drastically helped with SEO for the company. In addition, we send a new blog post out to our customers that are on the mailing list weekly to keep them updated with the newest facts of CBD, what Live Free is up to, and how to curb your nicotine habit (if you have one).

## The Guide to Quitting your Tobacco Snuff Addiction in 2020 with CBD

Quitting tobacco is hard. I mean *really* hard. That's because the chemicals released in nicotine are extremely addictive, because they release dopamine and 'teach' your brain to continue that action (the action of using tobacco) so more dopamine is released" (drugabuse.gov). For decades, the use of tobacco was actually encouraged and seen as a good thing. In fact, from the 1930's-1950's advertisements depicted tobacco as a beneficial health supplement.

