





How Brandetize **tripled sales** within the first **60 days** for Nonnie's Nectar

About Nonnie's Nectar:

A premium hemp-extract CBD company based out of the U.S.A focused on using the finest natural ingredients to create the highest quality full-spectrum hemp derived phytoCannaBinoiD rich products. Nonnie's Nectar was fully dedicated to helping individuals who want to find healthy alternative treatments for pain.

The Goal:

Increase organic traffic to the website with the intent to generate more sales and build up a stream of repeat buyers.

Industry Type:

CBD

Business Type:

E-commerce

Specifications:

Shopify & Drip

Services:

- Marketing Strategy
- UX/UI
- CRO / SEO
- Content Marketing
- Social Media Marketing
- Email Marketing
- Branding
- Product Photography

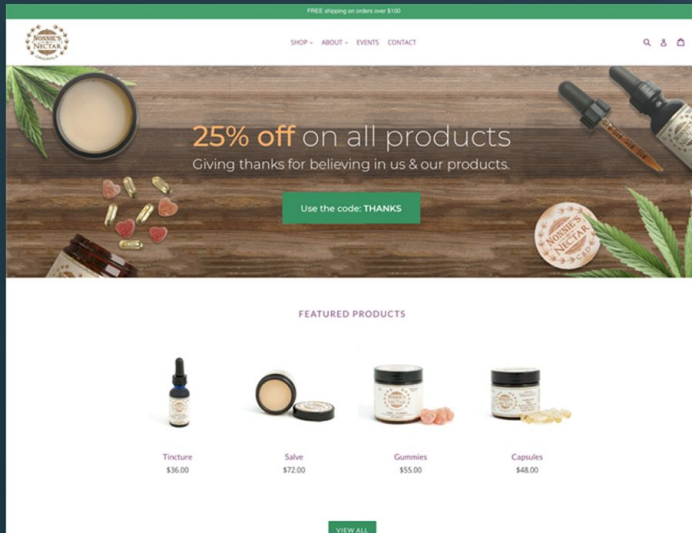
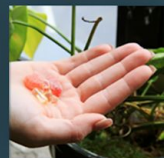
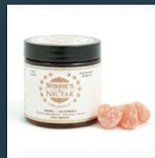
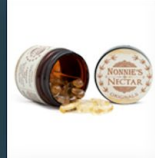
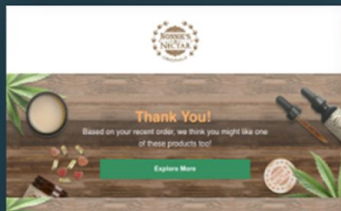




Our Approach:

We aimed to create relevant, valuable, and optimized content with their customer in mind to convert organic traffic into email subscribers, leads, and sales.

This was implemented with minor UI/UX adjustments to their homepage and product pages where they encourage users to take action to purchase. After the sale, we also implemented a post purchase sequence, which keeps the audience warmed up to become repeat buyers in the future.





Results:

The results were dramatic. The website was updated for branding and best-practices, including new product photography which increased add to cart rates by 58% within 30 days.

Organic tactics like SEO, social posting on Instagram, a new subscription model, and the creation of an email automation allowed us to achieve results to the bottom line through increase sales and overall order values.

2X

Sales and revenue

\$20K

In sales for first ever
Black Friday / Cyber
Monday Campaigns

\$1K

In recurring revenue
just 7 days after
setting up a
subscription model

85%

Increase in store
conversions

20%

Increase in traffic
to website

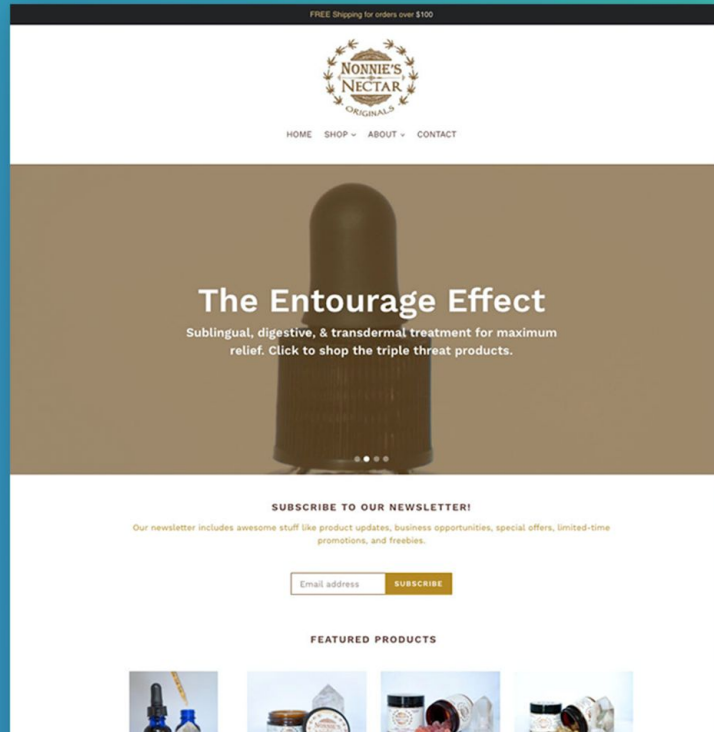
9%

Increase in order
value

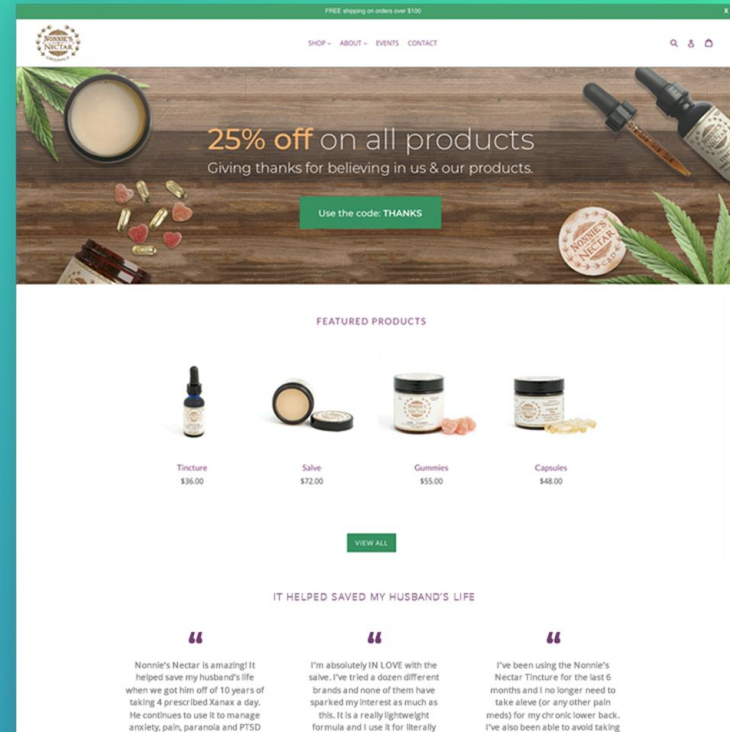


UI/UX changes that increased add to cart by **40.1%**,
with returning customers increased by **37%**

Before:



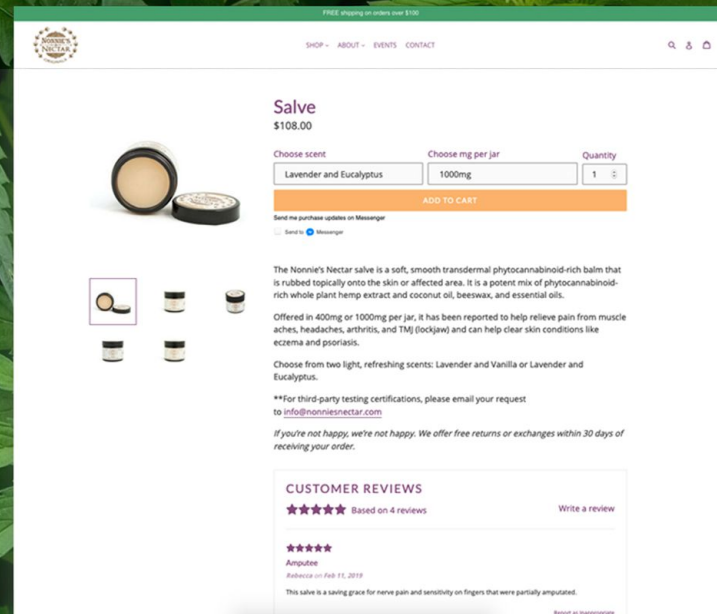
After:





Conversion to the product pages grew **85%**, while the revenue YoY saw a **200%** increase.

Accomplished through delivering 3 major elements that optimized the user's experience: product information, relevant imagery, and proof of efficacy.





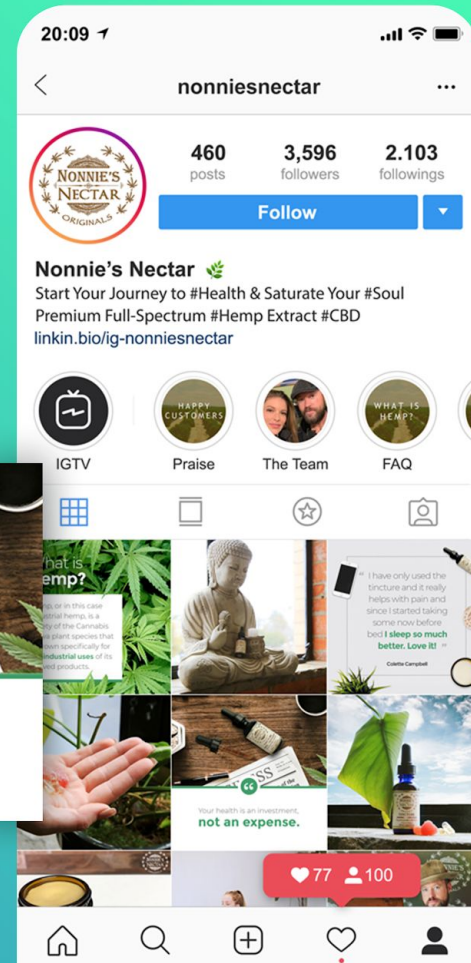
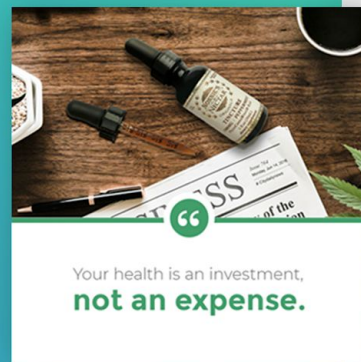
Built seasonal campaigns that resulted in **over \$20,000 in sales** in two months alone.

In comparison to a monthly average of \$6,500 — we increased that number over the course of November and December during Thanksgiving, Black Friday, and Cyber Monday.





Increased **organic engagement**
and following through social media
content creation and rebranding.



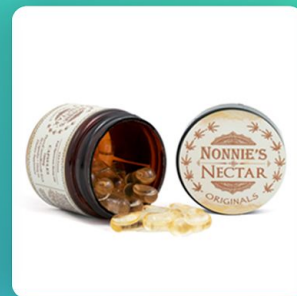


Established a consistent shopping experience by overhauling all **product photography** using our in-house studio.

Before:



After:





Implemented a targeted keyword strategy that increased monthly traffic to their site by **94%**.

Accomplished by conducting an SEO audit with keyword mapping recommendations and used the information to create blog headlines for 3 skyscraper blog posts and 1 content page. Raising the average monthly traffic visitors by 300+.

Everything You Need to Know About CBD Oil Benefits & Uses



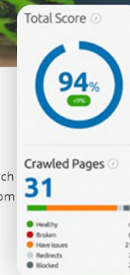
WHAT IS CBD OIL?

Cannabidiol is a cannabinoid that naturally exists within the cannabis plant.

Over 100 cannabinoids have been discovered and identified from cannabis plants, of which CBD and THC are the two most prominent and the first to be discovered from Cannabis Sativa (1-2).

Unlike THC, which is known for its mind-altering effects, whereas, CBD is a non-psychoactive compound that is much less potent.

The most common way to consume Cannabinoid is through CBD oil. Due to the way it's processed, it is





"We had high expectations from Brandetize from the outset, due to the high caliber of the ownership team. *Our expectations were surpassed*, however, by the excellent communication, delegation and organization demonstrated on a daily basis by the project management team.

We had worked with other marketing firms that not only didn't perform according to our contract, but cost us countless hours fixing the damage they caused our brand and online sales. Brandetize was able to turn our slowed momentum and disappointment into an identifiable brand identity with growing online sales every month.

We are thrilled with their service and performance, and look forward to a very long and profitable partnership with them by our side. Highly recommended!!"

— Oriana Leo

Co-Founder & Spokesperson at Nonnie's Nectar

