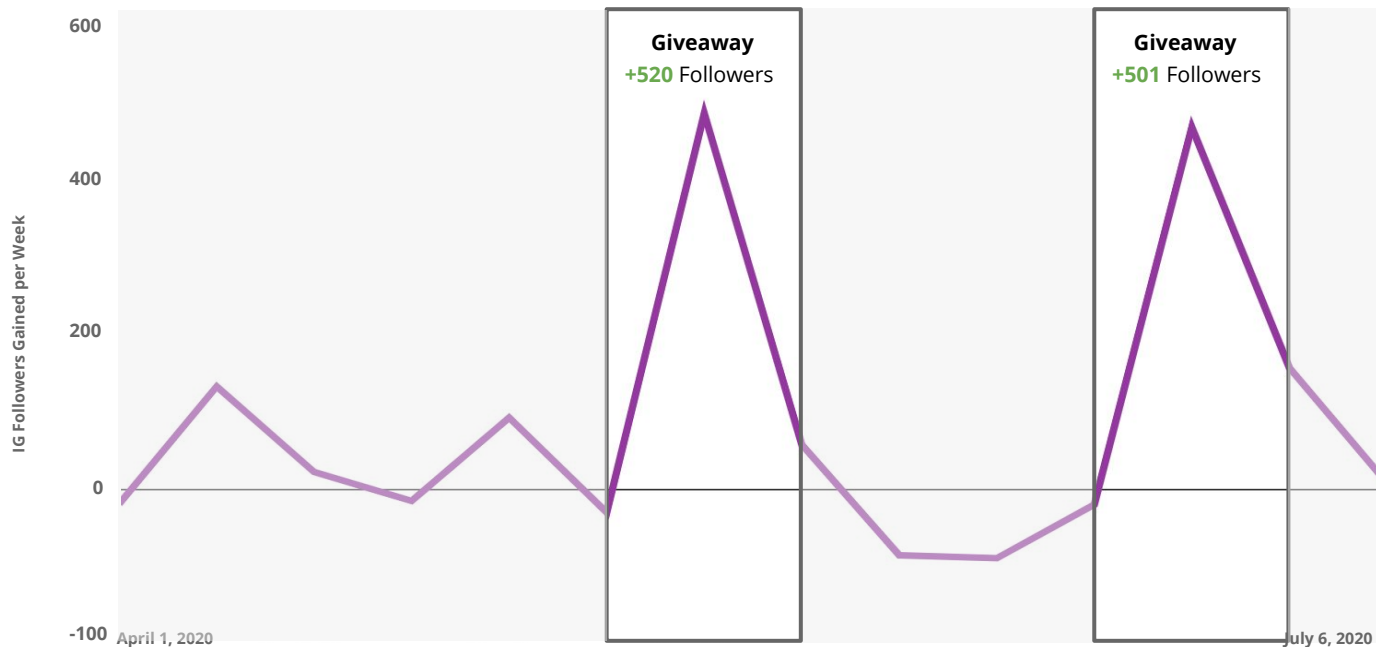


**CBDistillery™**

**Using Contests to Gain  
Instagram Followers For CBD  
Cannabis**

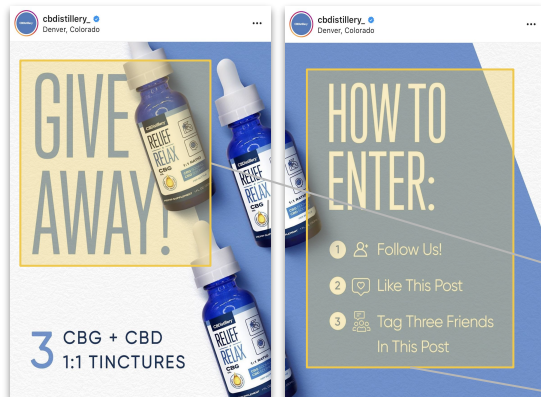


**CBDistillery saw +477% and +456% increases in average weekly IG followers in May and June after running giveaways contests aimed at generating awareness for new product releases and bestsellers.**





These two dramatic increases in weekly followers came as a result of CBDistillery running simple, easy to enter giveaway contests intended to build product awareness and reach new audiences - which received post engagements that were **+1544%** and **+1155%** above account average.



### Contest: **New Product Giveaway**

Eng. Volume:  
**1.94K**

Eng. Rate:  
**4.03%**

Bold text on first image immediately captures viewer attention with clear product image and post purpose

CTA on the second carousel slide clearly outlines how to the reader can quickly enter

Contest description provides product details to educate the audience about what new CBG:CBD product is

Including contest end date creates a sense of urgency for readers to enter

cdbdistillery. We are giving away 3 of our newest product: CBG:CBD 1:1 Full-Spectrum Tinctures!

CBG is the "Mother" or "Stem Cell" cannabinoid, which works in the way that CBD does by interacting with your CB1 and CB2 receptors in your endocannabinoid system, helping your body stay in homeostasis.

When CBG and CBD are paired together, CBG is known to elevate and heighten the wellness benefits of CBD.

**How to Enter:**

1. Follow Us @cdbdistillery.
2. Like Our Post
3. Tag 3 friends

3 winners will be announced on Monday by 3:00pm MST.

**CONTEST RULES:**

- Must be 18 years old or older to enter
- No Purchase Necessary
- USA Participants Only
- This contest is not endorsed or sponsored by Instagram
- Winners will be chosen at random

View all 765 comments

[Click to View.](#)



### Contest: **Bestseller Giveaway**

Eng. Volume:  
**1.5K**

Eng. Rate:  
**3.12%**

Bold use of "FREE" above the fold is intended to incentivize readers to click "see more" to read more about the products and contest

Post copy aims to reinforce the value of the bestselling products, hinting at how they can be packaged together for most effective usage

Full contest details included directly in the caption - saving users from needing to click through to bio.

cdbdistillery. How does some FREE CBD sound? It's Giveaway time!

To celebrate the beginning of summer, CBDistillery is giving away one of our Daily User Starter Packs! Enter our Instagram giveaway for your chance to win our #1 bestselling 1000mg Full Spectrum CBD Tincture and our CBDol Relief Stick. Pairing these two products together is a seriously winning combo.

For your chance to win the Daily User Starter Pack:

- 1: Follow @CBDistillery, on Instagram
- 2: Like our giveaway post
- 3: Tag 3 friends under the giveaway post

Giveaway ends 6/25. Winner announced 7/1.

**CONTEST RULES:**

- Must be 18 years old or older to enter
- No Purchase Necessary
- USA Participants Only
- This contest is not endorsed or sponsored by Instagram
- Winners will be chosen at random

View all 583 comments

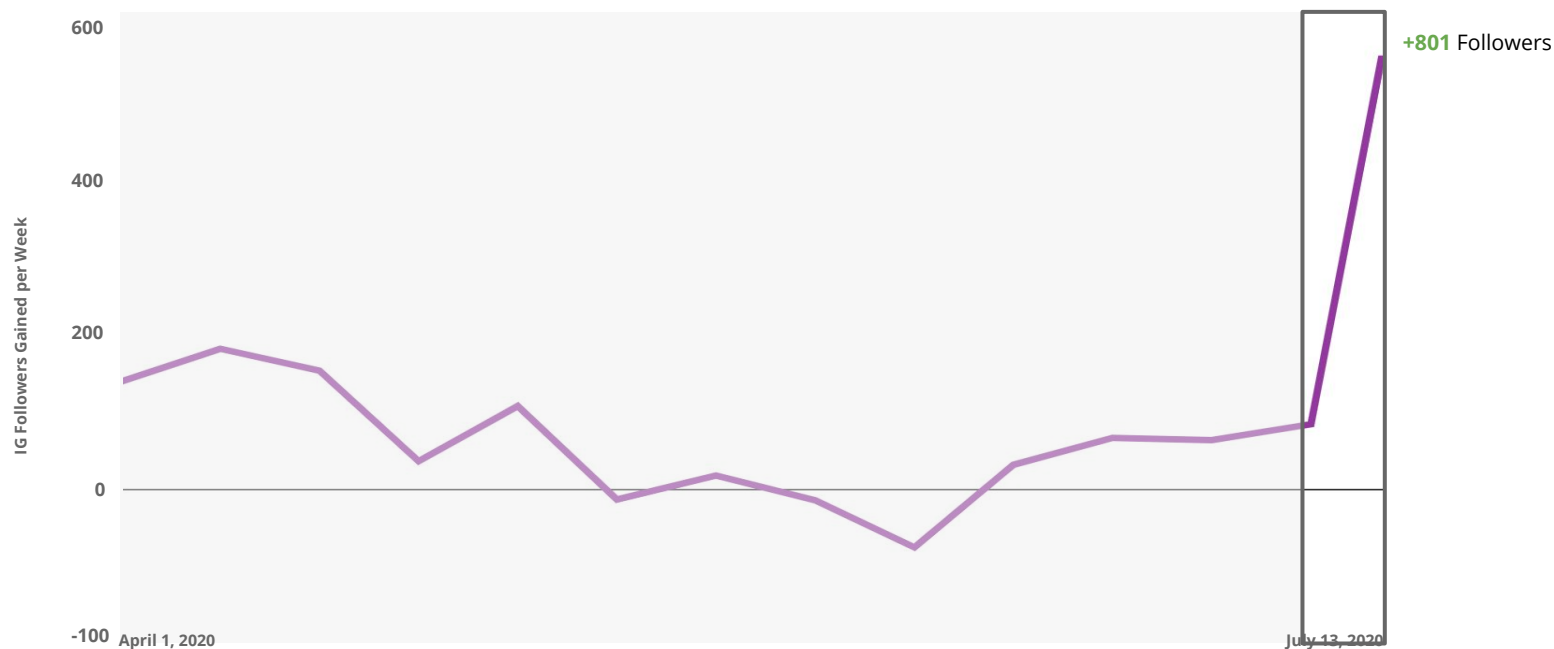
[Click to View.](#)

Eng. Volume Benchmark: 118

ER Benchmark: 0.2%

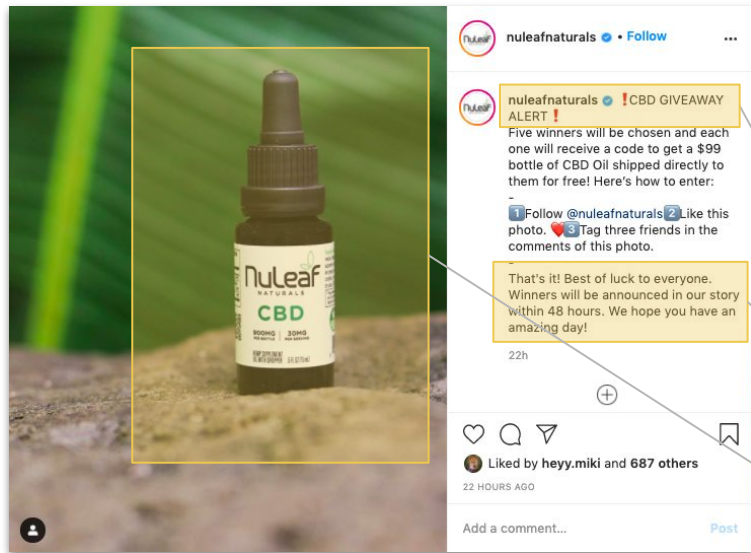


Similarly, NuLeaf Naturals saw a **+580%** increase in average weekly IG followers in July after running a giveaway following a near-identical contest format.





The primary driver of this spike in weekly followers came as a result of NuLeaf running a giveaway contest to reinvigorate their IG following after several weeks of below average post performance, which generated **+162%** more engagements than their account average.



[Click to View.](#)

Contest: **NuLeaf CBD Oil Giveaway**

Eng. Volume: **1.2K**

Eng. Rate: **3.11%**

Use of emojis and capitalized text immediately captures user attention and is likely to cause them to stop scrolling.

Communicating the contest deadline incentivizes users to act quickly and enter before it's too late.

Clear image of the product itself, with bright, attention-grabbing colours. Image is formatted in 4:5 vertical dimensions to ensure the post dominates the entire screen on user devices when viewed on Instagram.

# Takeaways

## Key Findings

**Competitors are using free product giveaways on Instagram to generate awareness and build their audience:** Both NuLeaf Naturals and CBDistillery saw significant spikes in weekly follower growth and far above-average post engagements when posting simple product giveaways requiring entrants to tag friends and follow their account.



## What Brands Should Be Thinking About

**Consider running giveaways and engagement-based contests on Instagram to build your following and educate about key products:** Cross-promote the giveaway on other social channels to increase reach, and consider implementing a similar contest format - simple and low-cost to run, and easy for new audiences to enter and get involved.