

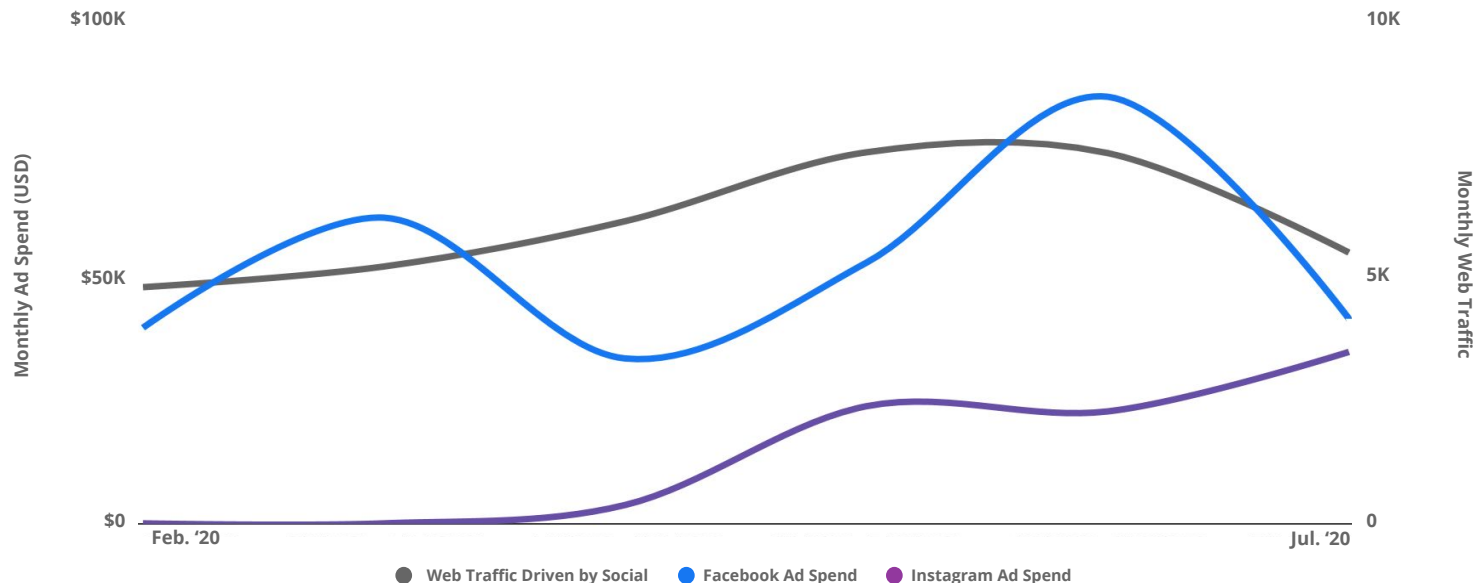
The logo consists of a blue rounded rectangle with a subtle drop shadow. Inside the rectangle, the word "feals" is written in a white, lowercase, sans-serif font. A small "TM" trademark symbol is positioned to the upper right of the letter "s".

feals™

**3 Ad Funnel Strategies
Feals Uses to Drive Sales**
Cannabis



While the competitive set mainly focusing ad spend on Display, Feals only advertises on **Facebook & Instagram**. Feals increased **Facebook** spending by 40% from March to June. Feals pivoted in July & decreased Facebook spend by 52% MoM while increasing Instagram spend by 53% MoM.





Feals relies heavily on their brand recognition as their Facebook ads do not explicitly mention what the product is or that it contains CBD. Rather, Feals uses testimonials to describe product benefits and entice viewers to click and learn more.

Feals
2 June at 23:01 · 🌐

We'll help you find your perfect dose.



FEALS.COM
Feals Is Committed to Quality

LEARN MORE

Spend: **\$37.4K** | Impressions: **5.1M** | CPM: **\$7.27**
[Click to view](#)

Meet Feals
January 8 at 12:45 AM · 🌐

"So, yeah, there's definitely some science to support all the buzz." - Cosmo Editor



FEALS.COM
Cosmo Editor tries all the hemp oil brands—and the winner is...

Spend: **\$28.9K** | Impressions: **3.8M** | CPM: **\$7.53**
[Click to view](#)

Feals
6 hrs · 🌐

"Feals was like turning down the volume on the anxiety hum. It felt like putting a gravity blanket on top of my brain."




FEALS.COM
Learn how Molly found relief from anxious thoughts

LEARN MORE

Spend: **\$19.6K** | Impressions: **2.6M** | CPM: **\$7.30**
[Click to view](#)

Feals
May 22 at 6:09 AM · 🌐

"Meditation, meds...nothing kicked my underlying sense of unease. Until I tried Feals."



DISCOVER FEALS.COM
Feals Put My Anxious Mind At Ease

LEARN MORE

Spend: **\$8.1K** | Impressions: **1.1M** | CPM: **\$7.40**
[Click to view](#)

Feals also replies to comments on posts which educate viewers when there is ambiguity about their brand and the product they offer. These replies provide value to the commentator and act as an evergreen FAQ for any future viewer who may have a similar question.

Katherine E Van Buskirk Looks like some real strong perfume a grandma would wear.
(YES, I know what it is)
Like · Reply · 9w 16

2 Replies

Tyler Moncrief What is feals?
Like · Reply · 9w 1

Most Relevant is selected, so some replies may have been filtered out.

Author
Feals Tyler Moncrief Hi Tyler! Feals is full-spectrum CBD oil, extracted from specially selected, organically grown domestic hemp. Unflavored, no additives, just pure cannabinoid extract & coconut MCT oil. We offer three potent strengths, 600 MG/1200 MG/2400 MG, and a Flight of all three if you're not sure which is right for you. Kindly visit our website to learn more: feals.com
FEALS.COM
Feals
Like · Reply · 9w 1

View 1 more reply

Steve Deichert Think I'll take the full spectrum.... thanks though
Like · Reply · 10w 36

Most Relevant is selected, so some replies may have been filtered out.

Author
Feals Steve Deichert Hi Steve! Feals is full-spectrum CBD oil, extracted from specially selected, organically grown domestic hemp. Unflavored, no additives, just pure cannabinoid extract & coconut MCT oil. Kindly visit our website to learn more: feals.com
FEALS.COM
Feals
Like · Reply · 9w 10

George Bell Feals What other cannabinoids besides CBD are in a bottle of your product?
Like · Reply · 9w · Edited 8

TheSly Fawkes Feals So your products have THC in it? If not, then it's not the full spectrum he's referring too.
Like · Reply · 9w 8

Author
Feals George Bell Hi George! You are welcome to review our 3rd party lab tests to review the cannabinoids and terpenes in each batch - <https://help.feals.com/.../do-you-test-your-products...> Let us know if you have any other questions - hello@feals.com
HELP.FEALS.COM
Do you test your products?
Like · Reply · 9w 1

Author
Feals TheSly Fawkes Yes, as a full-spectrum product, Feals contains <0.3% THC, making it federally legal under the 2018 US Farm Bill
Like · Reply · 9w 12

Author
Feals Christopher Cross Hi Chris! All of our oils are full-spectrum (or whole plant), meaning we are extracting all forms of cannabinoids (CBD, THC, CBC, etc), terpenes and flavonoids from the hemp plant. Having all of these different compounds work together provides "the entourage effect," which has been shown to increase the effectiveness.
Like · Reply · 9w 9

Johanna Rowley Christopher Cross the fact that you don't get high doesn't mean it's doing nothing, though... I love my pot, don't get me wrong - I partake for many reasons. But I also love my full spectrum CBD which helps with pain and anxiety and general well-being, without the "other" effects. ...
See More
Like · Reply · 9w 7

Julia Hunt Where is their product made? It only says in the US? Or is it just "manufactured" here?
Like · Reply · 9w 1

Most Relevant is selected, so some replies may have been filtered out.

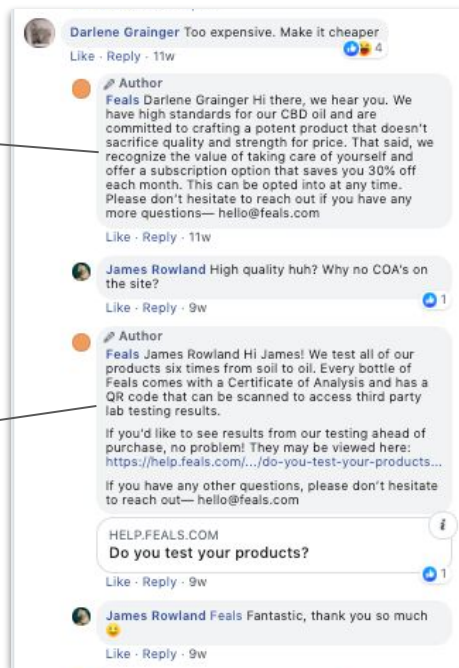
Author
Feals Julia Hunt Hi Julia! Feals products are grown with care and hand-harvested by Colorado and Oregon farmers following organic practices. Let us know if you have any other questions - hello@feals.com
Like · Reply · 9w 3



For example, in the thread below, Feals is able to educate the consumer on why their prices may be higher than usual, while simultaneously educating and winning over a slightly hostile consumer with links to information on their website.

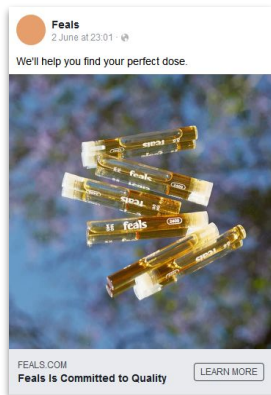
Provides justification for premium pricing as well as an email address for any additional questions

Disarms hostile consumer & provides additional information from the website that directly answers the question at hand





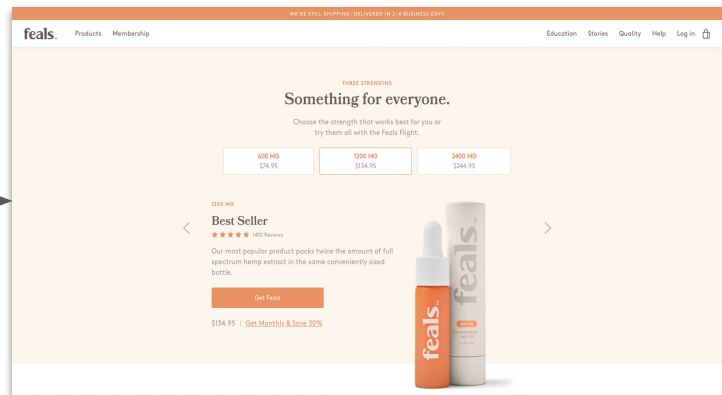
Feals' linking strategy is multifaceted. Most ads link to their homepage where customers click on the CTA "Get Feals" and are moved down the page to make their product selection.



[Click to view](#)



[Click to view](#)



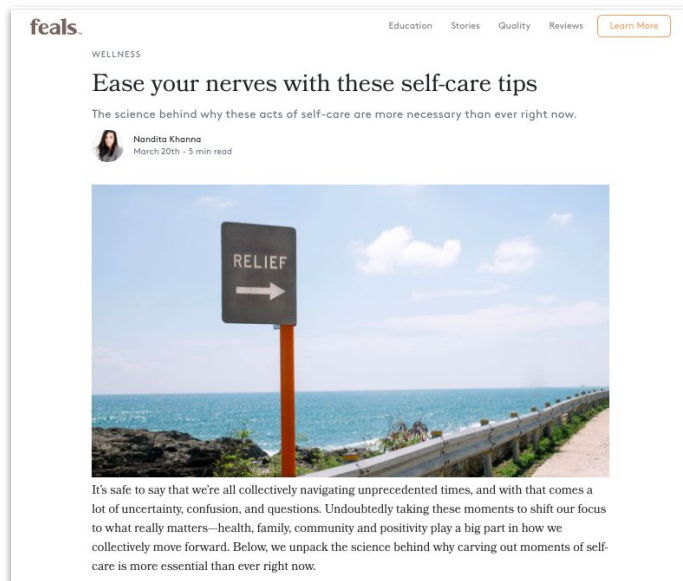


Facebook ads also direct users to informative blog posts which outline different benefits of the product such as relaxation and anxiety reduction.



Spend: **\$4.5K** | Impressions: **614K** | CPM: **\$7.32**

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Takeaways

Key Findings

The majority of Feals' ad spend is focused on Facebook & Instagram: Feals focuses on product benefits in the copy usually through the use of testimonial quotes that do not include the word "CBD."

Feals engages with community questions on Facebook posts to educate & provide real-time answers: These answers then act as an evergreen FAQ for any future readers who may potentially have the same question.

What Brands Should Be Thinking About

➔ **Focus Facebook & Instagram ad copy on product benefits to hook in the reader & entice them to click through to site to learn more, while circumnavigating Facebook's CBD ad restrictions:** Avoid any language that could be misconstrued as medical (e.g., cures, eliminates, heals, etc.) and instead use language such as supports, maintains, or helps to maintain. Since CBD-focused advertisements on Facebook & Instagram tend to get taken down, advertising on these platforms should come second to growing organically through customer engagement, quality content, and influencer partnerships.

➔ **Engage with comments on social media to provide value and build brand perception amongst your community:** Consumer engagement is critical for building a strong brand perception on social media. Respond to comments, like/comment on posts you are tagged in, and even repost user generated content.