

REDISCOVER,  
REDEFINE,  
AND RECLAIM  
YOUR UPSTATE



**UPSTATE  
ELEVATOR  
SUPPLY CO**

**SLICE**

# SLICE





# SWOT ANALYSIS

Upstate CBD



S

## Strengths

- Processes used to create CBD are unique (FDA registered facility, Certified Organic products, third-party testing)
- Wide variety of products and price points
  - Distributed across the country
  - In control of the entire process, from growing to manufacturing



W

## Weaknesses

- Lack of media and social media visibility
  - inconsistent branding across social platforms
- Brand name is too lengthy and does not quickly identify the product being sold
  - Severely lacking compared to competitors when it comes to media/social media mentions and social media followers & mentions



O

## Opportunities

- Define their brand story/narrative
- Take business advantage of the 47 states that have passed laws legalizing CBD
- According to Dynata's kNOW survey results, about two-thirds of respondents had no knowledge of any specific brand = room for brand loyalty



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## Threats

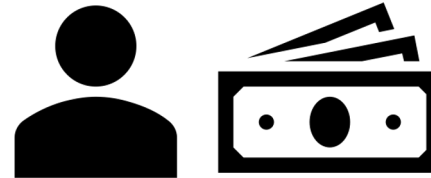
- Many people still do not recognize CBD as a sound product, and often confuse it with THC
- Extremely saturated market, many competitors to choose where to buy products from
- Survey results indicate that there is still a degree of confusion between THC and CBD.

# GOALS & CHALLENGES

## GOALS



DRIVE BRAND  
AWARENESS



CUSTOMER  
LIFETIME VALUE



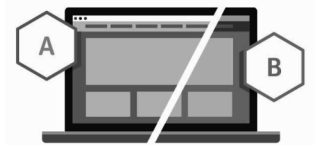
UNIQUE VALUE  
PROPOSITION



REGULATIONS



WEAK DIGITAL  
PRESENCE



SPLIT TARGET  
AUDIENCE

## CHALLENGES



# INSIGHTS

## MARKET

**CBD as a category does not need more promotion**

## PRODUCT

**People associate mental wellness with CBD**

## CONSUMER

**Tyranny of Choice**

# OUR CONSUMER



HEALTHY HOLISTIC FRIEND



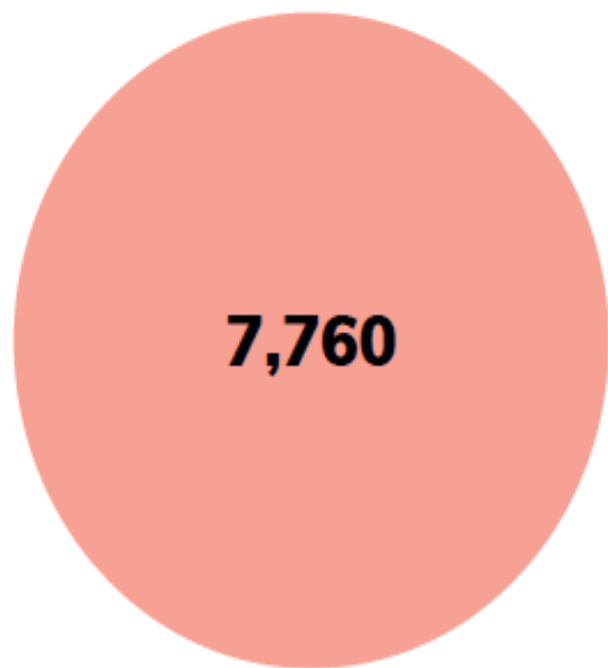
ANGSTY AGING ATHLETIC  
-MICROSEGMENT-



# MEDIA DEEP DIVE



# of Tweets mentioning brand (Year to Date)



Charlotte's Web



170

Bluebird  
Botanicals



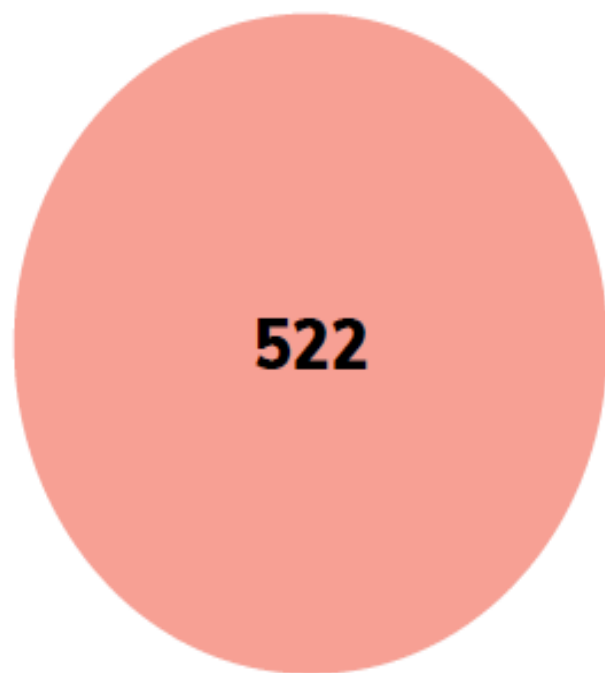
3

Upstate Elevator  
Supply Co.

# MEDIA DEEP DIVE



# of Facebook posts mentioning brand (Year to Date)



Charlotte's Web



Bluebird  
Botanicals



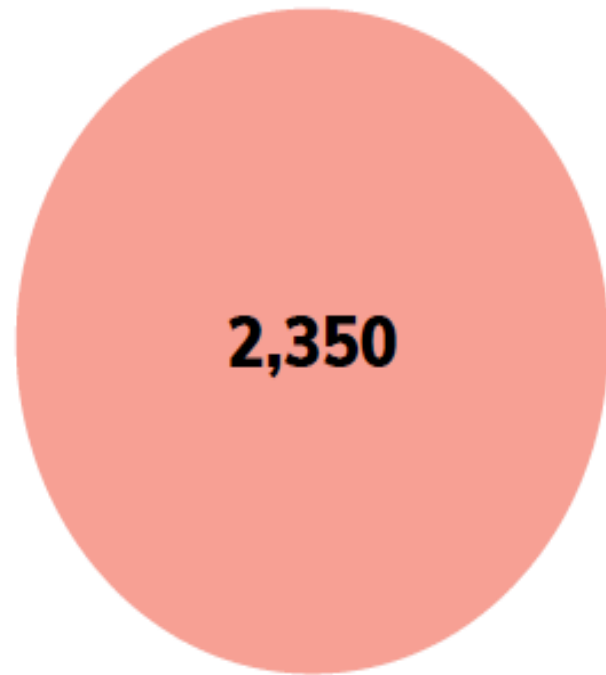
Upstate Elevator  
Supply Co.



# MEDIA DEEP DIVE



# of Blog posts mentioning brand (Year to Date)



**2,350**

Charlotte's Web



**644**

Bluebird  
Botanicals



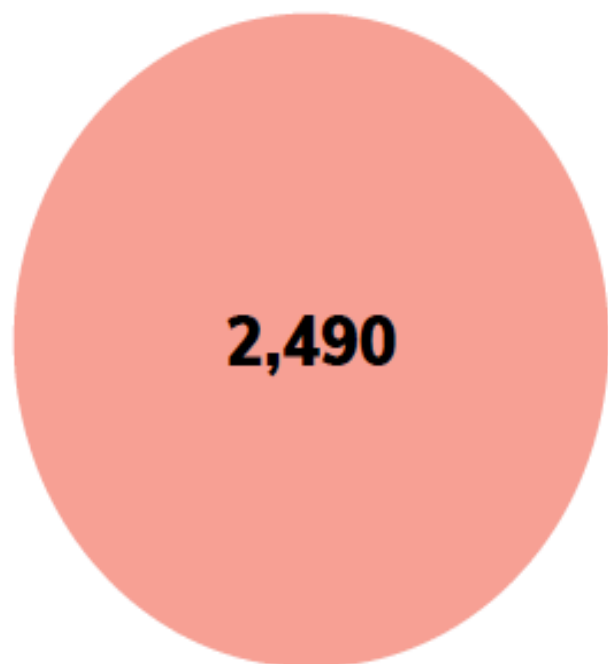
**13**

Upstate Elevator  
Supply Co.

# MEDIA DEEP DIVE



# of brand mentions in the media (Year to Date)



Charlotte's Web



Bluebird  
Botanicals

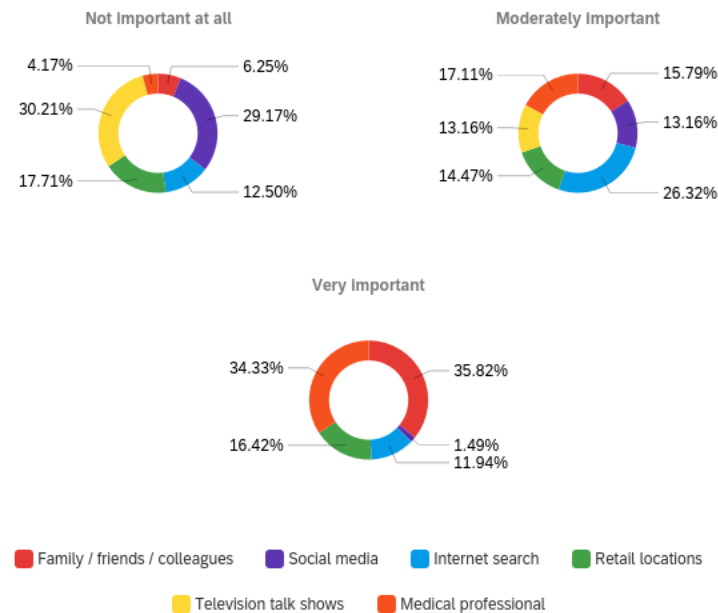


Upstate Elevator  
Supply Co.



# SURVEY RESULTS ANALYSIS

When searching for CBD, how important are each of these sources of information?



1 90% of survey respondents responded that medical professionals are a very – moderately important source of information

2 85.71% of survey respondents responded that family, friends and colleagues are a very – moderately important source of information

3 70 % of survey respondents responded that the internet is a very – moderately important source of information

# MEDIA STRATEGY RECOMMENDATION

## **Article Features**

Work with writers to pitch you as an article feature, thus establishing your credibility by making yourself known as an industry leader

## **Press Alerts/Press Releases**

Inviting the press and announcing exciting news related to your brand or CBD in general can help expose to the public at large

## **Gift Guides**

Pitching the CBD to known writers and bloggers who make gift lists or best product lists → helps expose product to new audiences

# STRATEGY

## MENTAL WELLNESS



## PARTNERSHIP



# SAMPLE PRESS RELEASE

To: [JohnDoeReporter@vplaytoday.com](mailto:JohnDoeReporter@vplaytoday.com)  
Subject: [Upstate CBD Partners with Local Burlington COOP](#)

## **UPSTATE ELEVATOR SUPPLY CO** News Release For Immediate Release August 1, 2020

### **Upstate CBD and City Market Co-op to Donate 50% of Partnership Profits to NAMI**

BURLINGTON, V.T. –Dylan Raap, CEO of Upstate CBD, announced that it will partner with City Market, Onion River Co-op, in efforts of making an impactful donation to National Alliance on Mental Illness (NAMI) Vermont. During the month of September, Upstate CBD and City Market will contribute 50% of product profits and donate the money to NAMI Vermont. NAMI's mission is to educate and advocate so that all communities, families, and individuals affected by mental illness or mental health challenges can build better lives.

The partnership will allow 50% of the profit from sales of any Upstate CBD products bought at the City Market Co-Op. Upstate says that, "CBD is a natural antidote to the woes of modern life. It raises our state of mind, uplifts our consciousness, and makes us feel good. It's our daily dose of freedom – from pain, from stress – and from the restricted perceptions of the last eight decades." Upstate and City Market will donate to NAMI in its efforts to help support those looking to "Reclaim Their Upstate" and relieve themselves from pain or stress. If you are not able to stop in the City Market Co-op to purchase a product, you can still donate on the company website, which will be included in the donation to NAMI.

In March 2020, Upstate CBD received an A, the highest rating possible, from the Center for Food Safety (CFS) on their Hemp CBD scorecard. The national nonprofit watchdog's evaluation provides consumers with independent information about how CBD products are produced and processed, allowing them to make more informed decisions in the marketplace.

Upstate CBD, a Burlington-based CBD brand, offers premium-quality hemp products including infused-beverages, capsules, edibles, pet, skincare, tincture, and vape cartridges. Upstate uses a patented extraction and purification process that guarantees that its products contain nothing but



Upstate CBD is a licensed USDA organic hemp processor and is proud to have its 2019 hemp crop certified from Vermont Organic Farmers. Upstate recently opened their new Food and Drug Administration (FDA) registered, cGMP certified, manufacturing facility in Burlington, VT in Winter 2020.

the purest and most potent CBD product on the market. Upstate's farmers work closely with lab technicians to extract, purify and concentrate sustainably grown and harvested hemp into a wide array of natural, botanical remedies. Upstate CBD is also pioneering CBD breeding in Vermont.

During the month of September, employees from Upstate CBD will be tabling in front of City Market Co-op to allow free sampling to customers, and to educate about the benefits of CBD. City Market is a vital community partner to a variety of local organizations in Burlington. The Co-op works to focus its partnerships and outreach efforts to programs that work to alleviate childhood hunger and that promote the sustainability of agriculture. Some previous outreach programs they have worked with include: Rally for Change, Chittenden Emergency Food Shelf and Committee on Temporary Shelter.

"We are so excited to be teaming up with City Market Co-Op to further our mission of giving everyone access to a natural and holistic way to relieve stress and pain," said Dylan Raap, CEO of Upstate CBD. "You can follow our journey using the hashtag #ReclaimYourUpstate" to understand further how users are incorporating CBD into their daily lives."

More information about the partnership and donation criteria can be found on both Upstate CBD's website, as well as the City Market Co-Op website at, <http://www.citymarket.coop/UpstateCBDPartnership> or at <http://www.UpstateCBD.com/CityMarketPartnership>

After purchasing an Upstate CBD product at the City Market Co-op, there will be a chance to enter a raffle, with a \$100 gift card to Upstate CBD as the prize.

###

For More Information:  
Hannah Altuch  
Public Relations Director  
(516) 423-6918  
[haltuch@syrr.edu](mailto:haltuch@syrr.edu)

[Social media news release](#)  
[Subscribe/ Unsubscribe](#)



# SAMPLE MEDIA PITCH

To: Kathleen@burlingtonvtmomsblog.com

Subject: Upstate CBD and City Market Co-op to Donate 50% of Partnership Profits to NAMI

Hi Kathleen,

We came across your wonderful and informative “Burlington Vermont Blog”, and we noticed you post a lot about local events, fitness, and businesses. We notice you have not yet posted about CBD, however we were hoping our new partnership will give you the chance! We wanted to let you know about an upcoming partnership between Upstate CBD, a local CBD company in Burlington, and the City Market Co-Op. During the month of September, our businesses will team up to donate 50% of the in-store profits from our CBD sales to the National Alliance on Mental Health illness. There will also be a chance for others to donate who may not get the chance to make a purchase directly from the City Market Co-op.

I wanted to know if this event is of interest to you, so that I can schedule an exclusive meeting and photo opportunity for you and the CEO of Upstate CBD and City Market Co-op. The sooner you let me know if this of interest, the sooner I can schedule an exclusive meeting for you. I will follow up Tuesday afternoon, but feel free to let me know ASAP if you are interested.

Kind Regards,  
Hannah Altuch  
516-423-6918  
[haltuch@syr.edu](mailto:haltuch@syr.edu)  
Twitter



# ADDITIONAL MEDIA OUTLET SOURCES

## Subscription emails from Cision/ HARO

56) Summary: What's the biggest myth about CBD people should know isn't true?

Name: Angela Stringfellow Incredible Edibles

Category: Lifestyle and Fitness

Email: [query-ag8m@helpareporter.net](mailto:query-ag8m@helpareporter.net)

Media Outlet: Incredible Edibles

Deadline: 7:00 PM EST - 8 March

Query:

Looking for answers to the question: What's the biggest myth about CBD people should know isn't true?

Requirements:

To participate, please respond with your full answer. Overly self-promotional answers will be ignored-please be reasonable. Use a head shot 200 x 200 pixels, a brief bio (around 50 words - overly long bios will be truncated to fit the piece), and a link to your website and your Twitter link (if applicable). Please don't attach head shots - it doesn't render correctly on HARO- rather use a link to host the headshot image. Thanks for your participation. Good pitches will be notified to via email. Good luck!

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3) Summary: CBD 2020 Gift Guide

Name: Misty Lindsey Mysterious Ramblings

Category: Biotech and Healthcare

Email: [query-ao29@helpareporter.net](mailto:query-ao29@helpareporter.net)

Media Outlet: Mysterious Ramblings

Deadline: 11:00 PM EST - 17 April

Query:

Hi, I'm Misty. I own Mysterious Ramblings, a lifestyle blog featuring everyday gift guides. I am in the process of looking for interesting, unique items for my CBD 2020 gift guide, and I would love to collaborate with you! All I require is full sized products for my posts. Please, NO BOOKS

Requirements:

All I require is full sized products for my posts. Please, NO BOOKS

Name: Majenica Moles Blog

Category: General

Email: [query-abiy@helpareporter.net](mailto:query-abiy@helpareporter.net)

Media Outlet: Blog

Deadline: 7:00 PM EST - 1 February

Query:

Hello :) My name is Majenica and I am the owner of [MajenicaWrites.com](https://MajenicaWrites.com).

I am currently accepting new products for my CBD Product Guide and I would love to feature your products!

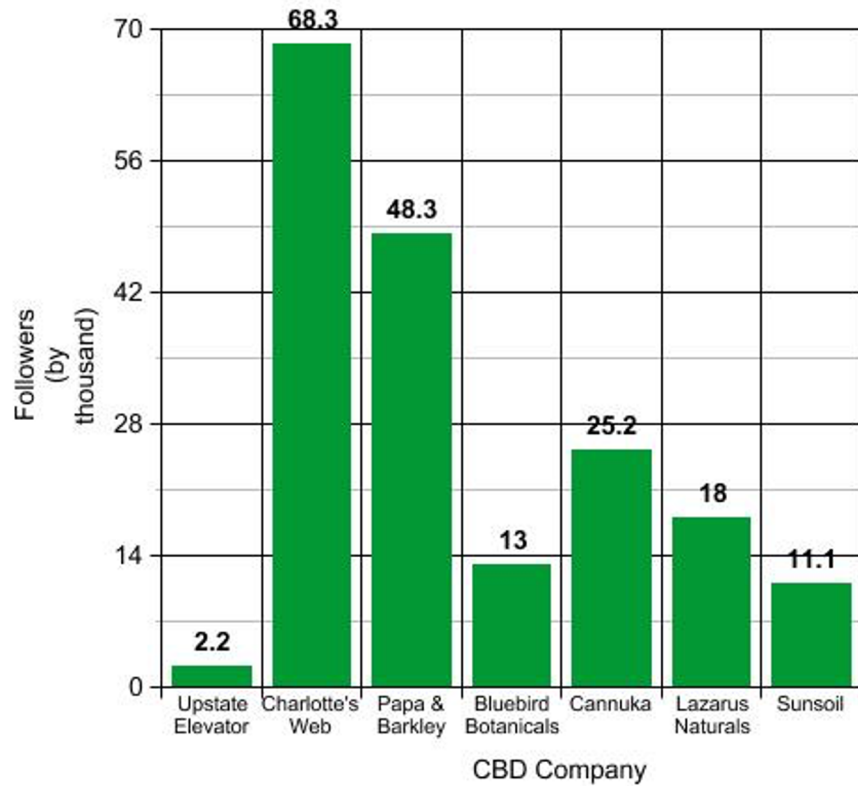
The Product Guide is already published and I continually add products throughout the year :)

I do require full size samples, as it is easier to advise my readers if I am using the product myself. I have 40k UVM's on my blog. I have over 10,000 followers among my social media following that includes Facebook, Twitter, Instagram and YouTube.

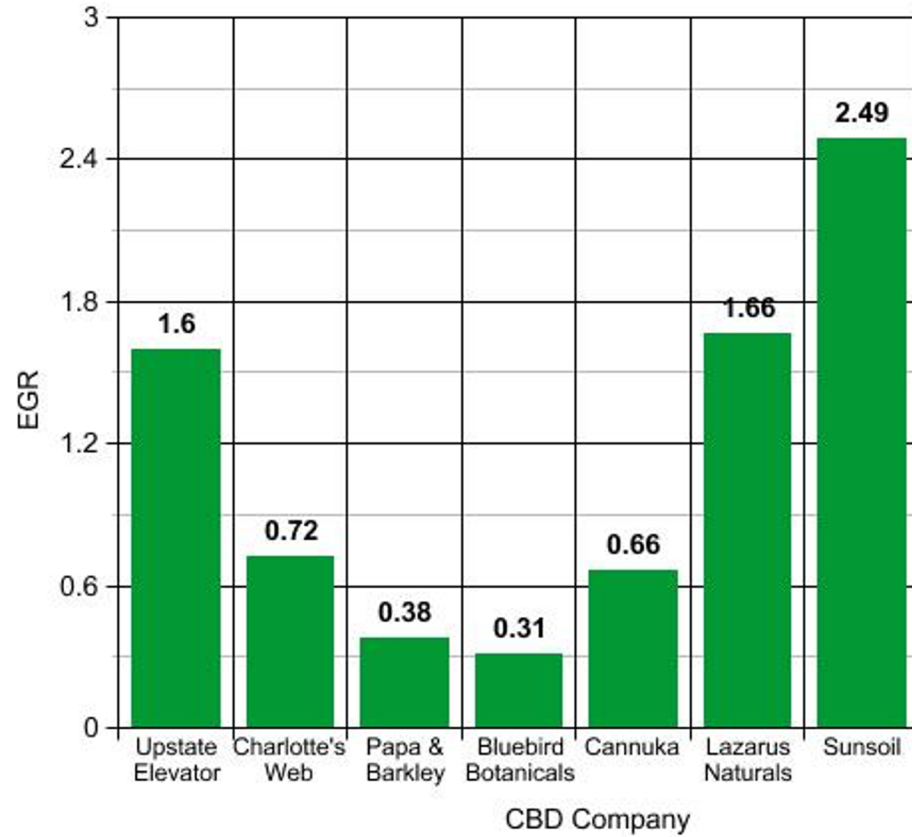
[Back to Top](#) [Back to Category Index](#)

# SOCIAL MEDIA INSIGHTS

Followers on Instagram



Engagement Rate on Instagram



## 10 Days to Reclaim Your Upstate Challenge



1. Go to [upstatecbd.com/upstatechallenge/](https://upstatecbd.com/upstatechallenge/) to receive your coupon for your Upstate CBD trial kit (a \$65 value!)
2. Tag @UpstateCBD and use #ReclaimMyUpstate to share how Upstate CBD's products enhance you!
3. Every time you post or submit a feedback form, you'll be entered to win a \$100 UpstateCBD gift card

#ReclaimMyUpstate



# SOCIAL MEDIA REVAMP

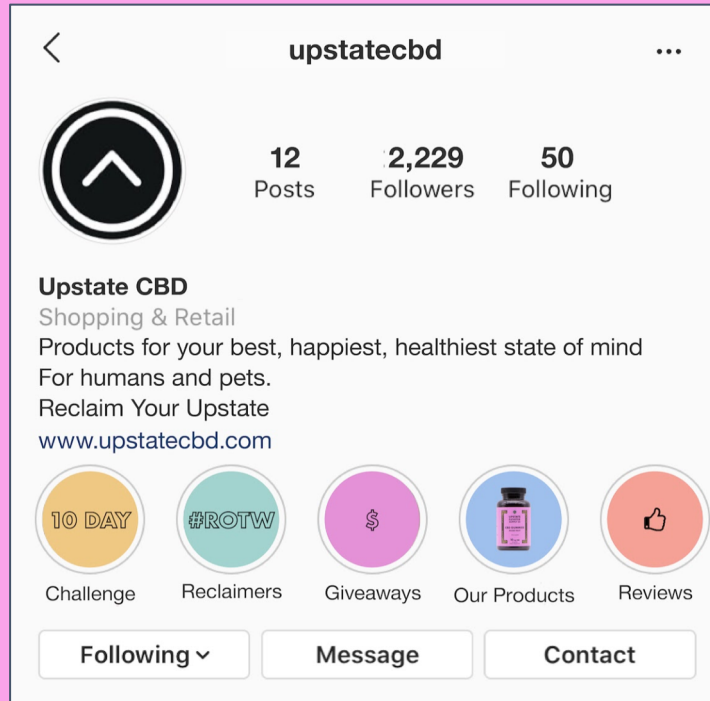
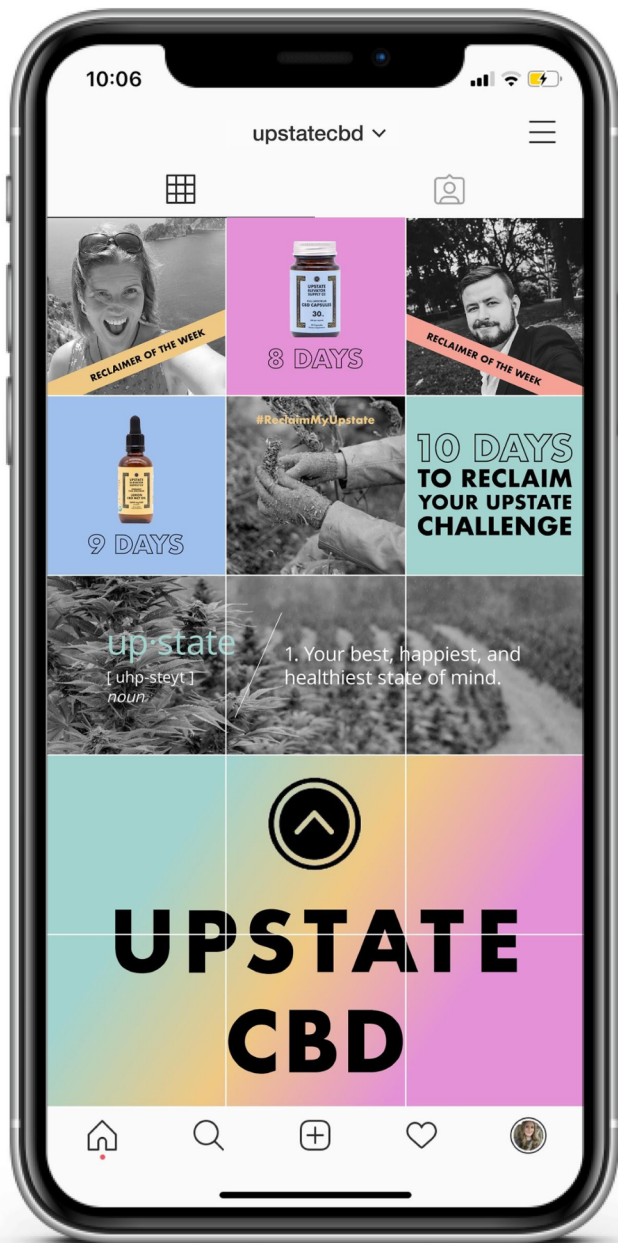


NEW SOCIAL CHANNELS

MACRO + MICRO-INFLUENCERS

“RECLAIMER OF THE WEEK”

#KnowYourUpstate



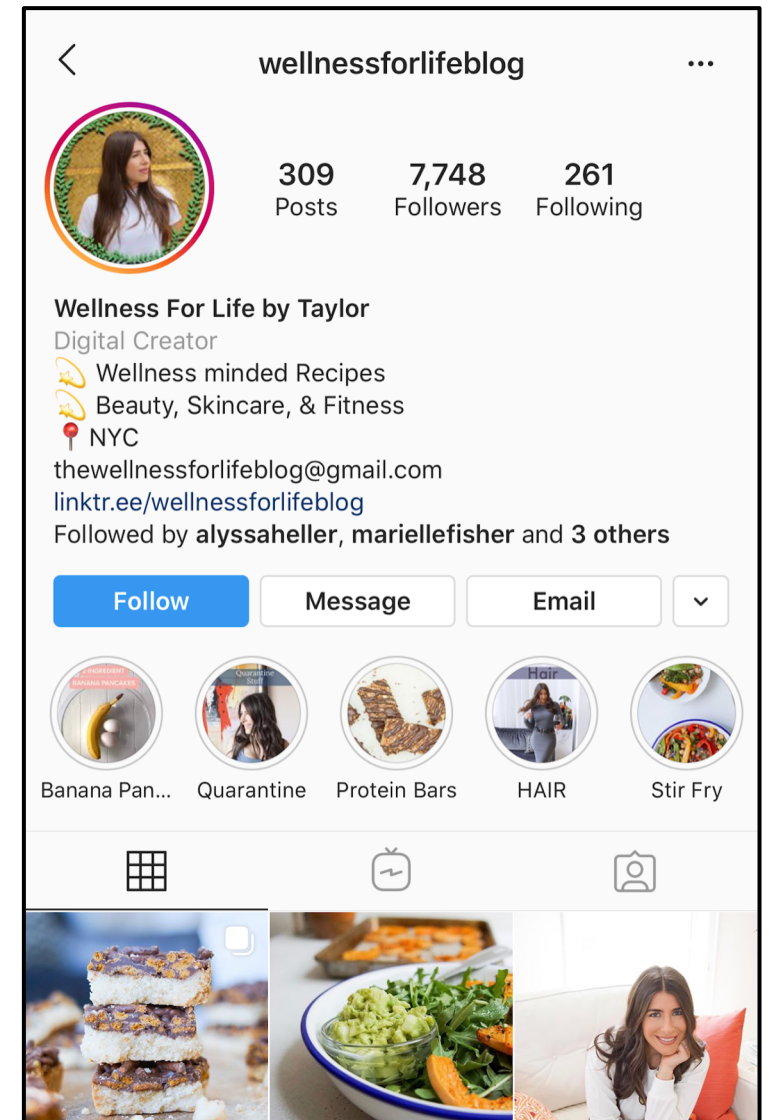
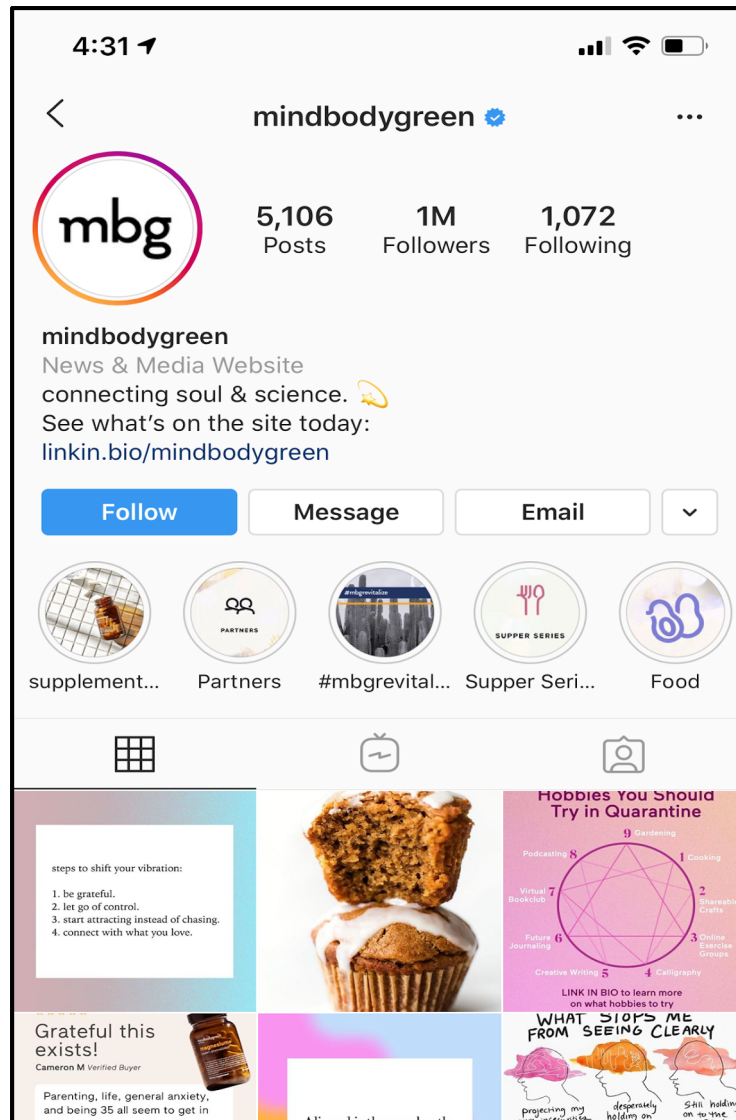
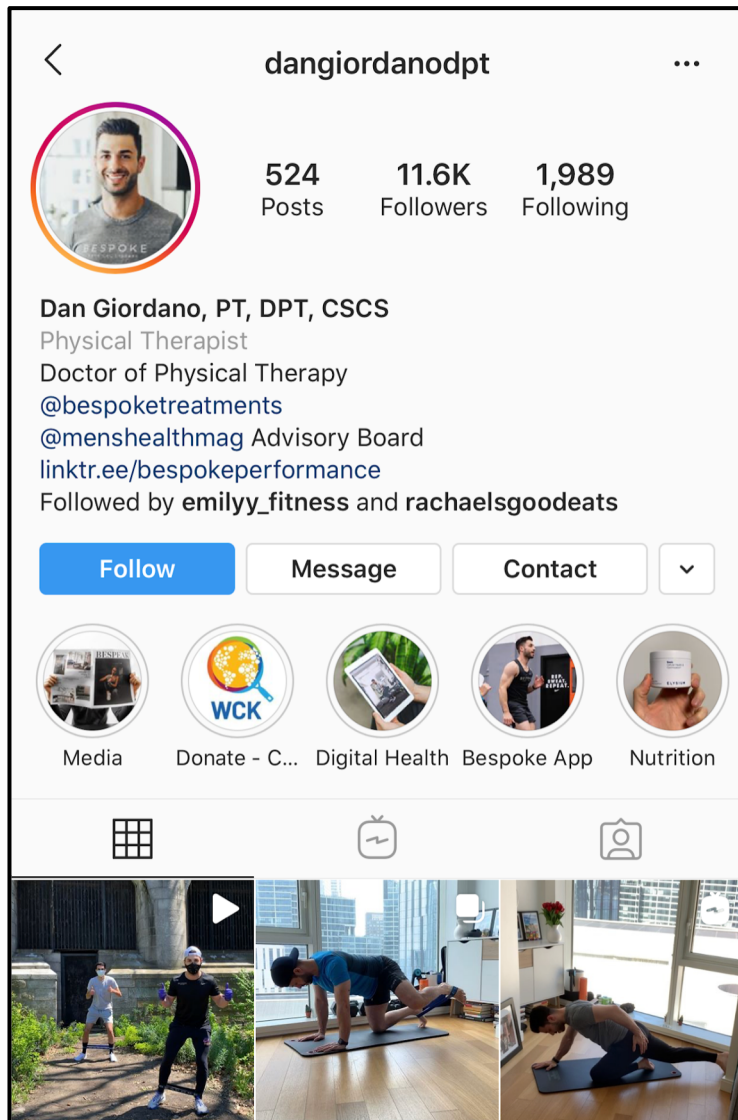


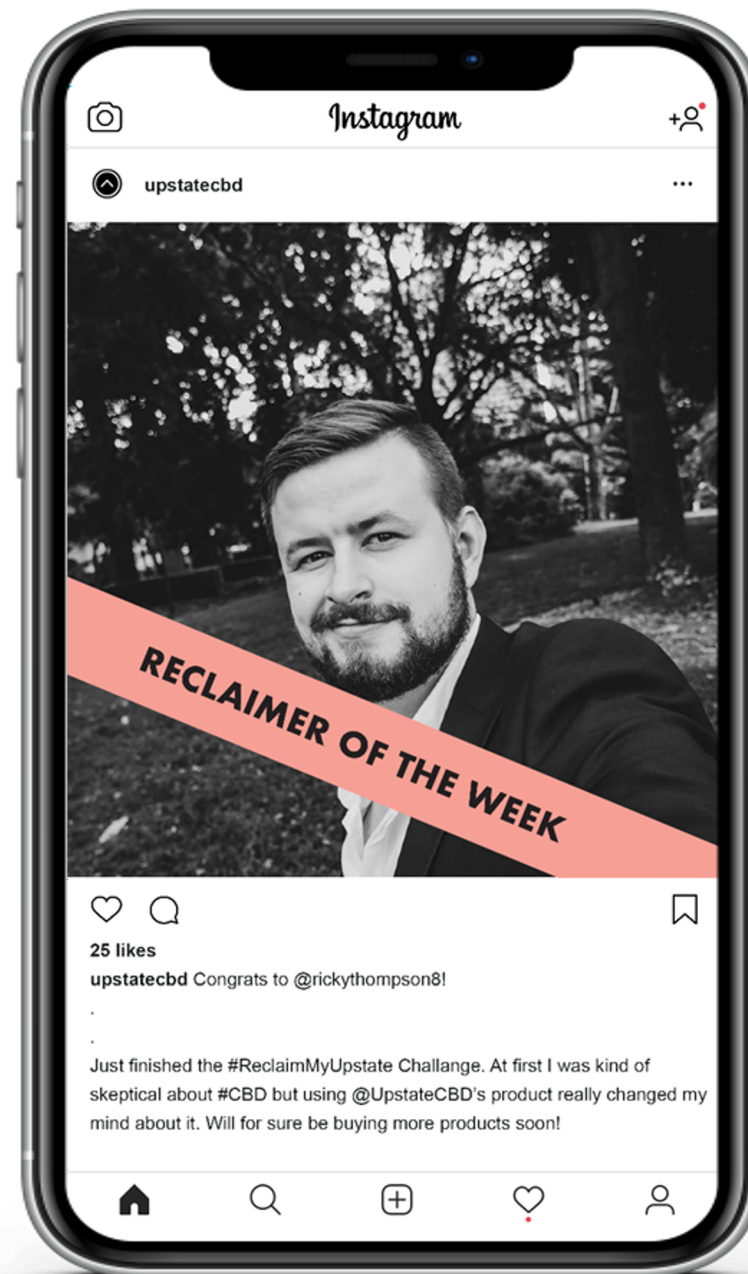
# A WEEK IN THE LIFE

## SOCIAL MEDIA CALENDAR EXAMPLE

We will create a weekly content calendar of what will be posted on every platform each week.

	SUN	MON	TUES	WED	THUR	FRI	SAT
FACEBOOK	Post announcing #ReclaimYourUpstate	Share influencer CBD story with #ReclaimYourUpstate & post promoting Co-Op	Share consumer CBD story with #ReclaimYourUpstate	#MeetMark post highlighting Upstate CBD employees & working in the CBD industry	Share consumer CBD story with #ReclaimYourUpstate	#ReclaimerOfTheWeek post	#KnowYourUpstate live Q&A session
INSTAGRAM	Post announcing #ReclaimYourUpstate	Share influencer CBD story with #ReclaimYourUpstate & post promoting Co-Op	Share consumer CBD story with #ReclaimYourUpstate	#KnowYourUpstate live stream + IGTV & in-feed post promoting the livestream	Share consumer CBD story with #ReclaimYourUpstate	#ReclaimerOfTheWeek post	Post promoting new CBD product
TWITTER	Post announcing #ReclaimYourUpstate & Retweet Co-Op's tweet announcing the challenge	Tweet asking consumers to send their CBD questions for an IG livestream using #KnowYourUpstate	Share link to consumer CBD story with #ReclaimYourUpstate	Thread of new CBD products at Upstate CBD	Share link to consumer CBD story with #ReclaimYourUpstate	Share link to #ReclaimerOfTheWeek post	Retweet an article about the benefits of CBD
YOUTUBE	Video announcing #ReclaimYourUpstate	N/A	Video featuring a behind the scenes tour of Upstate CBD's farms	N/A	Post recorded #KnowYourUpstate from Wednesday's IG	N/A	Post recorded #KnowYourUpstate from Facebook
BLOG	Blog announcing #ReclaimYourUpstate	N/A	Blog announcing #ReclaimYourUpstate	N/A	N/A	Blog featuring consumer #ReclaimYourUpstate stories	N/A







# SOCIAL MEDIA INSIGHTS

52% OF CONSUMERS

GIVEAWAYS + PRODUCT  
INFO



CONTENT CALENDAR

PERSONAL NARRATIVE +  
CONSISTENT BRANDING



**upstateelevatorcbd:** The holiday season is upon us now and expectations around family gatherings, visiting relatives, late night merry-making, office parties, holiday travel, shopping, wrapping, and baking can create anxiety, stress, and disruption to our systems. To lift and elevate the holiday Upstate-style, we've assembled the ultimate Holiday Survival Kit Giveaway! One lucky winner will receive our 500mg Full Spectrum Peppermint CBD MCT Oil, 500 mg Organic CBD Gummies, a vial of our 100mg CBD Oral Mist Spray, and the Upstate Vape Kit with Calm cartridge. That's \$160 value! This giveaway is not sponsored, administered, or associated with Instagram, Inc. By entering, entrants confirm they are 18+ years of age, release Instagram of responsibility, and agree to Instagram's term of use. US residents only. To enter, you must: Follow @upstateelevatorsupplyco Like this post Tag 3 awesome friends in the comments below A winner will be randomly drawn and announced on Thursday, December 6th.

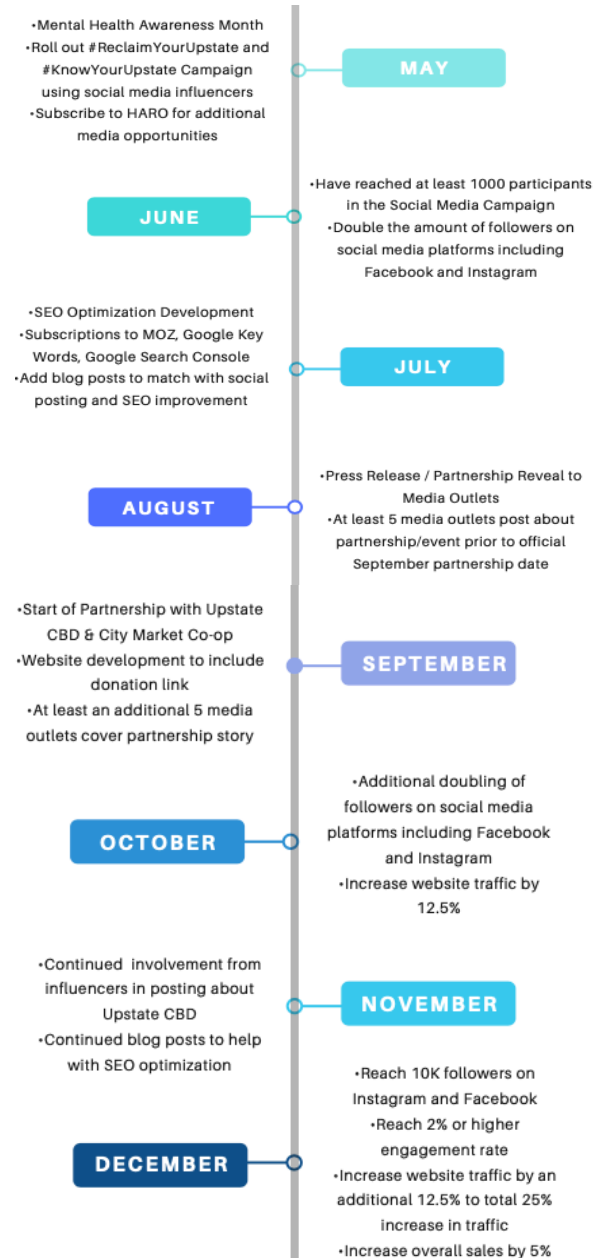
♡ 124 💬 105

📄 Download this post

# SEO STRATEGY: Increasing Upstate's Visibility



# TIMELINE





# MEASUREMENT + GOALS

SOCIAL MEDIA	STANDARD MEDIA
<ul style="list-style-type: none"><li>&gt; Reach <b>10K followers</b> on Instagram by the end of the year</li><li>&gt; Reach <b>2% or higher engagement</b> rate by end of the year</li><li>&gt; Have at least <b>1000 participants</b> in the #ReclaimYourUpstate challenge on social media<ul style="list-style-type: none"><li>↳ Measurement: Track hashtag on each social site</li></ul></li></ul>	<ul style="list-style-type: none"><li>&gt; <b>10 or more</b> news outlets/blogs publish story on Co-Op partnership<ul style="list-style-type: none"><li>↳ Measurement: Track press hits</li><li>↳ Measurement: Meltwater to track media mentions</li></ul></li></ul>
SEO	OVERALL
<ul style="list-style-type: none"><li>&gt; Increase page traffic to website by <b>25%</b> by the end of the year<ul style="list-style-type: none"><li>↳ Measurement: Track with Google Analytics</li></ul></li></ul>	<p>Increase sales by <b>5%</b> by the end of the year</p>

CUSTOMER  
LIFETIME  
VALUE

=

AVERAGE  
ORDER  
VALUE

x

PURCHASE  
FREQUENCY

x

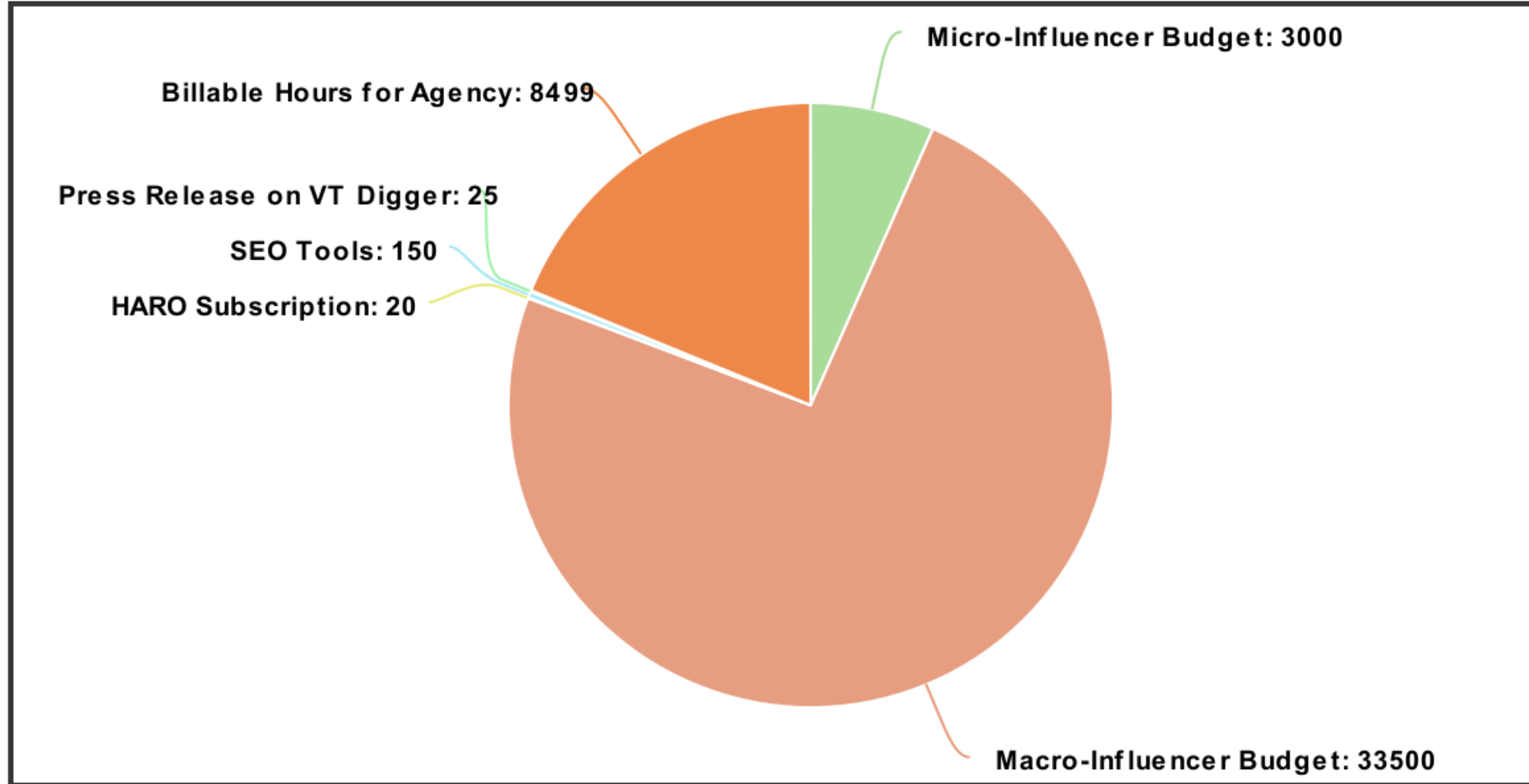
RETENTION  
TIME

x

PROFIT  
MARGIN

# BUDGET

Budget Per Month (In \$)



Micro-Influencer Budget    Macro-Influencer Budget    HARO Subscription  
SEO Tools    Press Release on VT Digger    Billable Hours for Agency

# THANK YOU



**UPSTATE  
CBD**

**SLICE**