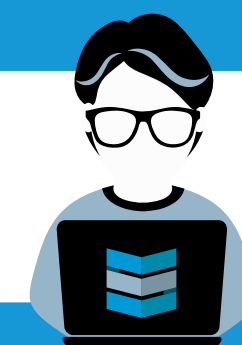


A DEEP DIVE INTO THEIR **MARKETING**



SNOW
TEETH WHITENING

by



STACKED MARKETER

www.stackedmarketer.com

Intro about Snow

• What is Snow known for?	5
• Why did we choose to analyse Snow?	6
• Snow’s flagship product	7
• Where does Snow sell its products?	7
• Who are Snow’s main competitors?	8
• Revenue info	8

Branding and positioning

Website	11
• Homepage analysis	12
• Product pages analysis	21

The purchase process

Marketing	35
• Influencer marketing	37
• Paid search	47
• Facebook Ads	50

• Organic social media	70
◦ Facebook	71
◦ Twitter	72
◦ YouTube	72
◦ Instagram	72
• Email	77
◦ Pre-purchase	81
◦ Post-purchase	129
• SEO & Content	134
• Affiliate marketing	140
• Display ads	143
• Ambassador program	145

Closing thoughts

About Stacked Marketer

147
149

WHAT TO EXPECT FROM THIS REPORT

It's interesting to see how a rather successful company still has ways to go when it comes to certain marketing channels. Some of the highlights of both the good and the bad things that you will see in this analysis:

- A creative lead-gen strategy to get potential customers one step closer to buying.
- A rather aggressive funnel with SIX one time offers when purchasing one product that contains several dark patterns.
- How the name of the celebrity probably matters more than the effort and creativity behind the influencer campaign.
- Bidding on search terms even when you rank well for them organically, including the ads used.
- A breakdown of Facebook Ads based on angle and seasonal campaigns like Black Friday and Cyber Monday.
- Some questionable tactics for organic social media where engagement might be generated by engagement groups rather than real users.
- Analysis of email sequences, emphasizing both some creativity, some missed potential, and several dark patterns and overly-aggressive tactics that could do more harm than good.
- How to say your product is "Made in China" without saying it's made in China.



"All in one kit" product page

The product page starts with a testimonial and the product name is below, alongside the rating.

The copy starts with more social proof (voted best kit for sensitive teeth, a product sold every 47 seconds in May 2020).

Then touches on the innovation part, specifying they have spent \$2.3M in R&D to create it, unlike competitors.

Ease of use: No prescription or dental visit required.

Slideshow with before and after result, followed by a warning when it comes to knock-offs.

Payment in installments is available. Upsells couldn't miss either, of course.



Guarantee when it comes to shipping and reiterating it ships from Arizona (USA, local for most buyers).

Social proof again, showing the publications that featured Snow again.

Then comes the package description along with reiterating some main points like fast, guaranteed, safety, celebrity endorsements, gluten and cruelty free, vegan-friendly, easy to use etc.

A few less-than-ideal things

- Can't edit quantity after adding to cart:

SNOW
TEETH WHITENING

An item you ordered is in high demand. No worries, we have reserved your order.

Your order is reserved for 07 : 14

Contact Information

Email
[redacted]

☒ Keep me up to date on news and exclusive offers by email

Shipping Address
Please ensure shipping address is correct for faster delivery.

First name [] Last name []


Company (optional) []

Address [] Apt, suite, etc. (optional) []

City []

Country [Austria] Postal code []

Order Summary


 2 Snow® At-Home Teeth Whitening (ALL-IN-ONE KIT) \$298.00
ALL IN ONE SYSTEM \$238.40
BDAY (-\$59.60)

Gift card or discount code [] Apply

BDAY x

Subtotal \$238.40
Discount BDAY -\$59.60
Shipping Calculated below
Total USD \$238.40

Why 500,000+ Customers Choose Snow

 **Results Guaranteed + 5-Year Warranty**
See for yourself why this is our top-selling #1 rated product in 2020. We ship WORLDWIDE!

- It's rather fake scarcity. They show the time and text on all items.
- Even when it's about non-teeth whitening items, they still show the same reviews.
- Some before/after photos in the reviews have very different lighting, different filters applied so they might be overstating the possible results.

Once you fill in the information and confirm your order, the fun starts. In our journey to purchase the classic teeth whitening kit, we were greeted by 6 one-time-offers.

The pages all follow a similar model.



Last, we are offered one more subscription option, one that is less related to teeth. The Snow Rejuvenating Lip Treatment monthly subscription. If you read carefully, you see it's only the first month that costs \$10, afterwards, it's \$21 per month. Pitching the low price when the real recurring price is double. Somewhat of a dark pattern but certainly one that increases AOV.

Thank you!

How did you hear about us?

- ☒ YouTube
- ☐ Radio - John Jay & Rich
- ☐ Snapchat
- ☐ Google
- ☐ Radio - KUPD
- ☐ Facebook/Instagram
- ☐ Website Banner Ad
- ☐ Other

Submit

Thank you for your order! Your order was processed successfully. A confirmation email has been sent to manu@stackedmarketer.com. We are proud to have you as part of the Snow family! For further questions on your order or any of the products, you may reach out to support and experience team at support@trysnow.com. Please note, as we are almost back to complete normalization, our small team out of Phoenix, Arizona is still working with slight delays in response times. We appreciate your patience and are excited to help you as quick as we can!

 Print Receipt

We're finally at the end of the order.. The "Thank you" page asks where we heard about Snow. A good way to gather more information about your buyers. Always use the Thank You page to gather more information and build that connection with your customers.

Influencer Marketing

This is the cornerstone of Snow's entire marketing strategy. **Get popular figures to use your product and their followers will trust you tenfold if not more.**

There are three big names Snow is associated with: Floyd Mayweather, Chuck Liddell and Rob Gronkowski. Let's break down each campaign, shall we?

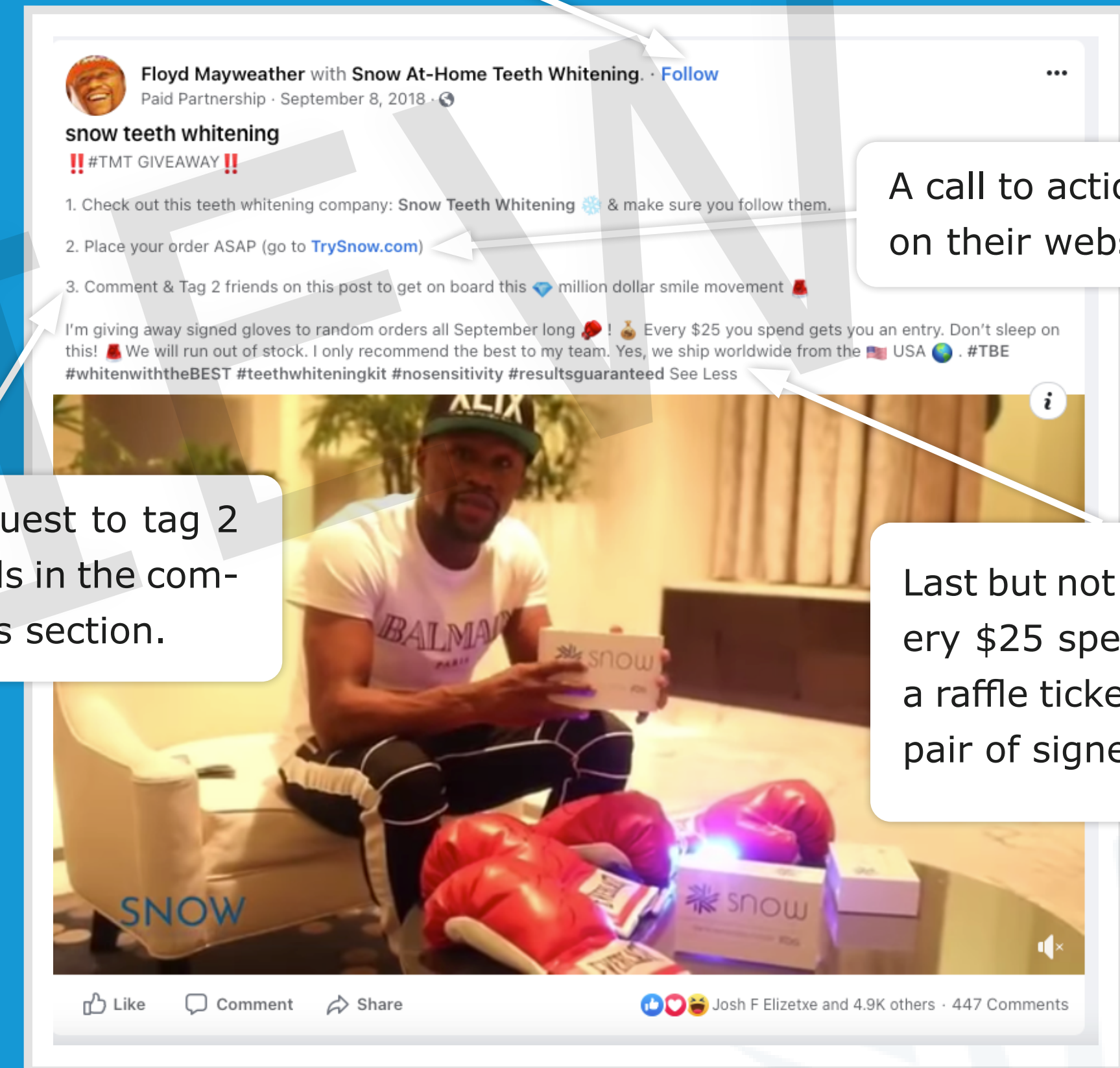
Floyd Mayweather

You can have a look at the [promo video here](#). Nothing fancy, just a simple and clear recommendation in Floyd's style.

That's the video.. The copy does have a few elements to make it spread more.

- A call to action to follow Snow's Facebook page.
- A call to action to order on their website.
- A request to tag 2 friends in the comments section.
- Last but not least, every \$25 spent means a raffle ticket to win a pair of signed gloves.

A call to action to follow Snow's Facebook page.



A call to action to order on their website.

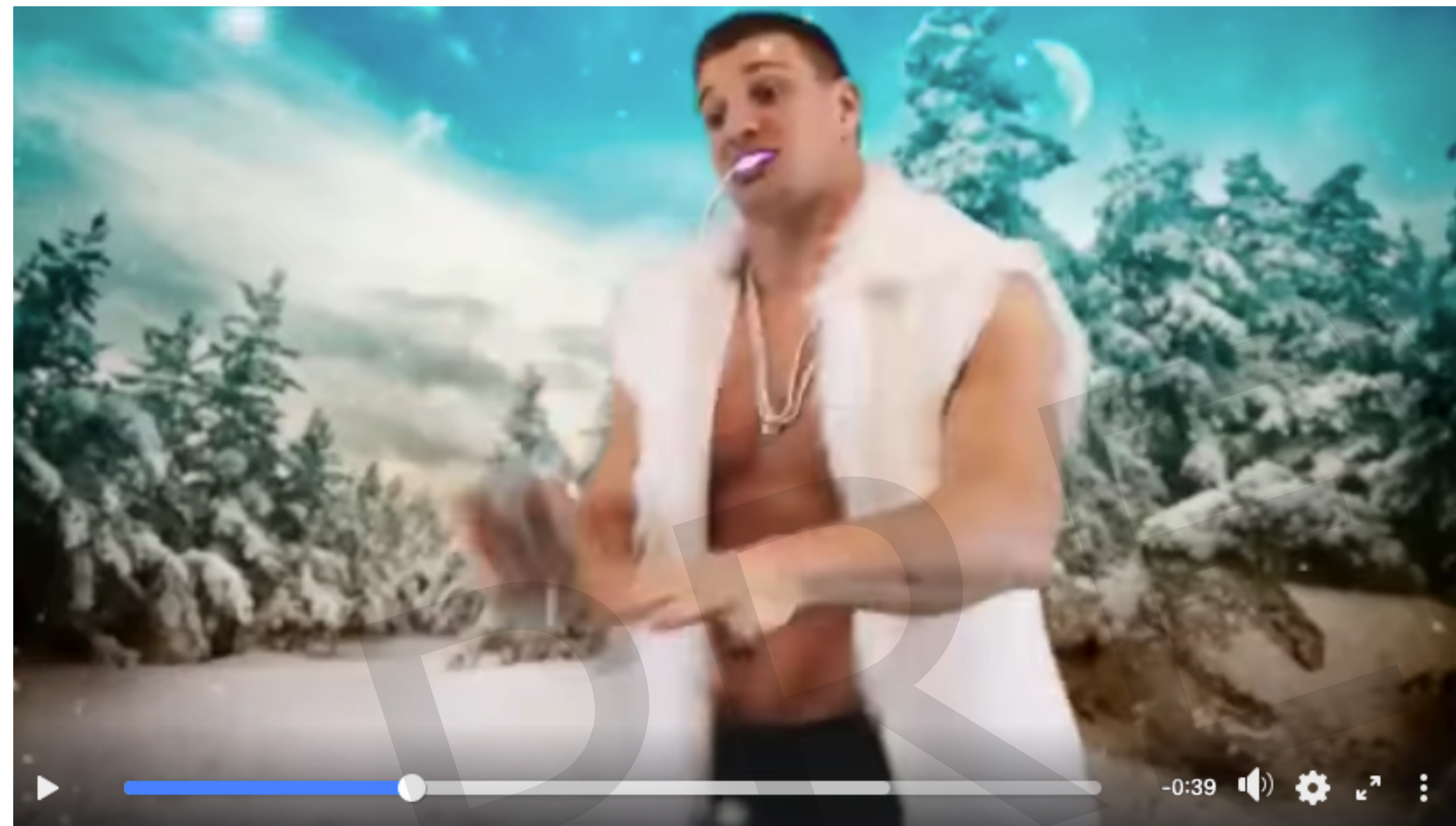
A request to tag 2 friends in the comments section.

Last but not least, every \$25 spent means a raffle ticket to win a pair of signed gloves.

The campaign features a [dedicated landing page too](#).

Rob Gronkowski

OK, this one is kind of funny. It features Gronk doing a Vanilla Ice parody. [It's certainly the funniest of the three.](#)



Rob Gronkowski -Gronk ✓
February 14, 2019 · 🌐

This is a little bit outrageous but why not!
Get the best teeth whitening product on the market:
www.TrySnow.com
& use the code "GRONK" for a special deal from me while supplies last
"Alright STOP because your teeth ain't glistening"
#GronkTheRapper

👍👍👍 1.6K

451 Comments 339 Shares

No dedicated page in the post, just a code for a "special deal". No specific discount or giveaway.

Slightly surprising that this post was still less engaging than Floyd's. This just shows the star power certain influencers have, even with a simple post. *If these were two "unknowns", wouldn't Gronk's video be 100 times better than Floyd's?*

While there is no dedicated product page with Gronk, [there is a blog post](#) on Snow's website where he answers a few questions.

One last thing to mention about Chuck Liddell and Rob Gronkowski. [According to CB Insights](#), they are both investors in the company.

The big name campaigns are not without their share of troubles. Rob Gronkowski and Floyd Mayweather were named in a [\\$5 million class action lawsuit filed by Burton Kraus](#) alleging both endorsed "fraudulent" teeth-whitening lights.

There is no verdict for this at the time we are writing but it does serve as a reminder that you should always be prepared to back up your claims, especially as your business grows.

Now back to the marketing side of things...



Paid Search

With about a 7.68% traffic share according to SimilarWeb, it’s pretty equal to organic search so let’s have a look at the main terms Snow is bidding on.

Search terms	Traffic	Traffic share	Organic	Paid
teeth	37.222	68,970248194 %	46,480517594 %	53,519482406 %
whitening	34.562	64,040772476 %	48,350264444 %	51,649735556 %
snow	32.357	59,955993660 %	69,844061709 %	30,155938291 %
teeth whitening	28.819	53,398896576 %	46,926075498 %	53,073924502 %
snow teeth	20.541	38,060158810 %	61,821951118 %	38,178048882 %
snow teeth whitening	18.087	33,513001102 %	60,626036053 %	39,373963947 %
white	3.780	7,003668868 %	52,021723557 %	47,978276443 %
kit	3.574	6,622947654 %	57,512225670 %	42,487774330 %
whitening kit	2.807	5,201795817 %	53,357216499 %	46,642783501 %
snow whitening	2.708	5,017569690 %	72,744796156 %	27,255203844 %
teeth whitening kit	2.425	4,493444232 %	52,865619401 %	47,134380599 %
best teeth	2.369	4,389044012 %	16,977241420 %	83,022758580 %
best teeth whitening	2.238	4,147268936 %	17,966970781 %	82,033029219 %
snow white	1.431	2,650777539 %	62,153624589 %	37,846375411 %
white teeth	1.410	2,613499246 %	65,575181170 %	34,424818830 %
trysnow	1.236	2,289602901 %	49,109789607 %	50,890210393 %
reviews	1.190	2,204519231 %	11,591627499 %	88,408372501 %
tooth	1.178	2,182070605 %	57,514662271 %	42,485337729 %
light	1.174	2,174736031 %	73,888666513 %	26,111333487 %
whitening system	1.041	1,929774768 %	76,334558530 %	23,665441470 %
bleaching	955	1,769146101 %	16,696786974 %	83,303213026 %
whitener	937	1,736014056 %	65,656486571 %	34,343513429 %
crest	906	1,678548799 %	10,483977868 %	89,516022132 %
cost	906	1,678201232 %	0,000000000 %	100,000000000 %
teeth whitening system	866	1,604891383 %	71,543886210 %	28,456113790 %
does snow	825	1,529405647 %	60,227492683 %	39,772507317 %
does snow teeth	825	1,529405647 %	60,227492683 %	39,772507317 %
try snow	812	1,504070778 %	72,692553358 %	27,307446642 %
whiten	792	1,468307321 %	51,492246065 %	48,507753935 %
strips	778	1,440841178 %	0,000000000 %	100,000000000 %
oral	770	1,426033325 %	92,306976024 %	7,693023976 %
care	770	1,426033325 %	92,306976024 %	7,693023976 %
snow oral	770	1,426033325 %	92,306976024 %	7,693023976 %
oral care	770	1,426033325 %	92,306976024 %	7,693023976 %
snow oral care	770	1,426033325 %	92,306976024 %	7,693023976 %
work	740	1,371817734 %	35,654631766 %	64,345368234 %
tooth whitening	667	1,236066372 %	69,654319126 %	30,345680874 %
dental	638	1,181831076 %	65,926494609 %	34,073505391 %
how much	631	1,169133013 %	0,000000000 %	100,000000000 %
much does	631	1,169133013 %	0,000000000 %	100,000000000 %
how much does	631	1,169133013 %	0,000000000 %	100,000000000 %
your teeth	610	1,130654376 %	58,012917166 %	41,987082834 %
products	562	1,040714754 %	61,389867738 %	38,610132262 %
order	557	1,032134104 %	100,000000000 %	0,000000000 %
use snow	553	1,024078652 %	100,000000000 %	0,000000000 %
gum	552	1,022759774 %	78,056602917 %	21,943397083 %
whiten teeth	543	1,006728929 %	29,251769573 %	70,748230427 %
whitening for	519	0,962450784 %	0,000000000 %	100,000000000 %
snow white teeth	510	0,944921012 %	47,955306293 %	52,044693707 %

These terms brought in at least 500 visits across 3 months (October to December 2020) according to SimilarWeb.

What we can see is that Snow certainly bids on their own brand name, alongside related terms like “teeth whitening”.

The ads themselves use a few angles:

- Celebrity owned business.
- Reviews by real customers.
- Discounts.
- Best teeth whitening kit.
- Free shipping.

There are just under 90 variations with different keywords and slightly different copy. If you want to dig much deeper into their search ads, we’ve attached [the spreadsheet here](#).

We thought it’s a better option than posting almost 100 text-only ads directly in the report.

How it started/How it's going:

Trying to capitalise on a meme that's been trending is good but tricky. It's very easy to seem out of place when using a meme format in a very promotional way.

Definitely try it out but make sure you jump off quickly if you miss the mark.

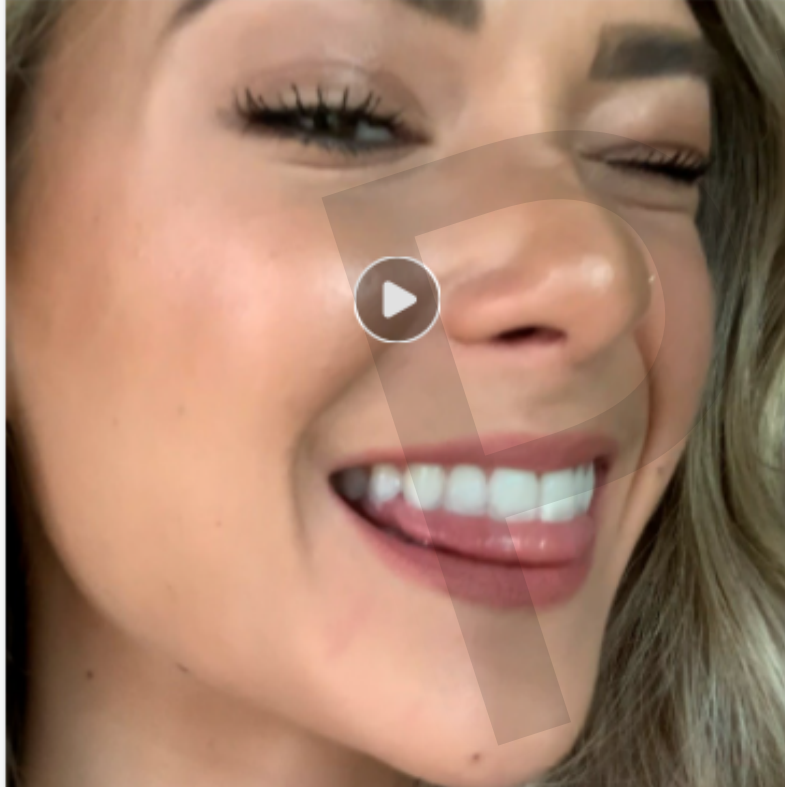
Active
Started running on 7 Dec 2020
ID: 2901482040073178

Snow At-Home Teeth Whitening
Sponsored

HOLIDAY SALE

Take 25% OFF our award-winning teeth whitening system...AND a portion of every sale will be donated to Feeding America, where every \$1 donated = 10+ meals to families in need.

HOW IT'S GOING:
Having the whitest teeth of my life



WWW.TRYSNOW.COM
Limited time only: 25% OFF

Shop Now

See ad details

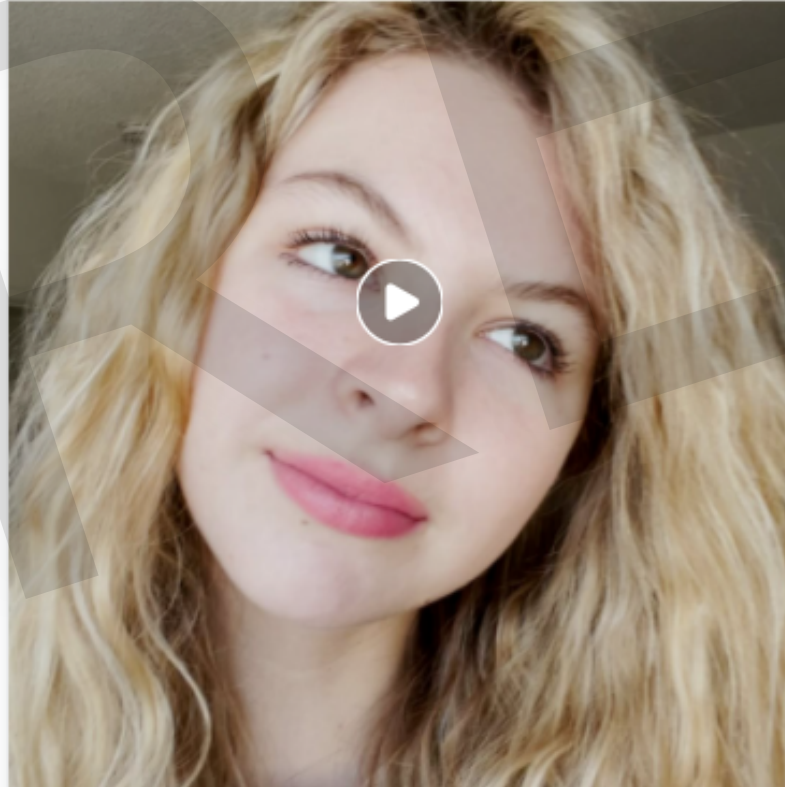
Active
Started running on 7 Dec 2020
ID: 291402478975934

Snow At-Home Teeth Whitening
Sponsored

HOLIDAY SALE

Take 25% OFF our award-winning teeth whitening system...AND a portion of every sale will be donated to Feeding America, where every \$1 donated = 10+ meals to families in need.

HOW IT STARTED:
Embarrassed to smile



WWW.TRYSNOW.COM
Limited time only: 25% OFF

Shop Now

See ad details

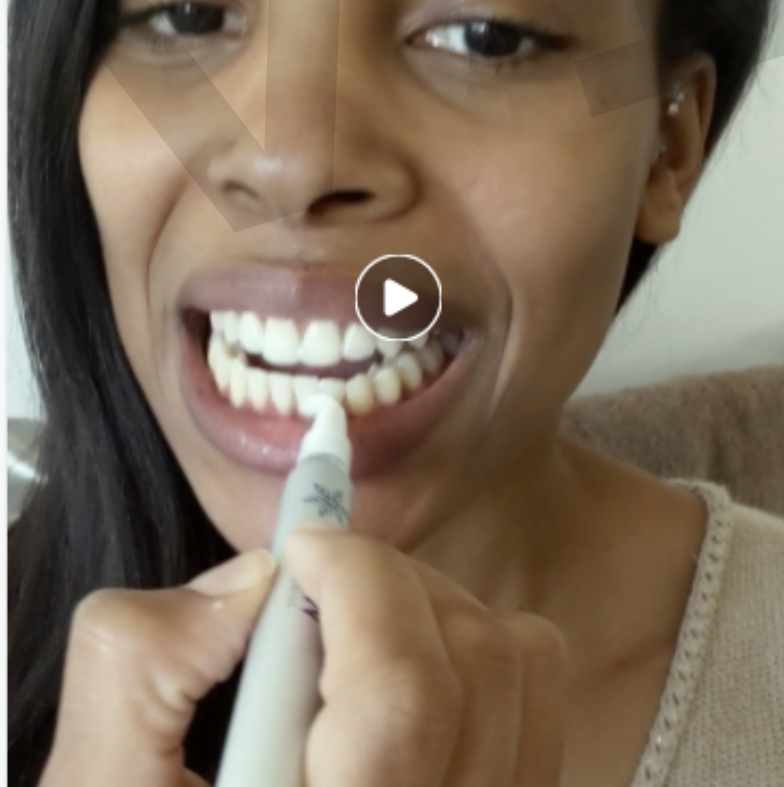
Active
Started running on 7 Dec 2020
ID: 402353447627303

Snow At-Home Teeth Whitening
Sponsored

HOLIDAY SALE

Take 25% OFF our award-winning teeth whitening system...AND a portion of every sale will be donated to Feeding America, where every \$1 donated = 10+ meals to families in need.

HOW IT'S GOING:
Having the whitest teeth of my life



WWW.TRYSNOW.COM
Limited time only: 25% OFF

Shop Now

See ad details

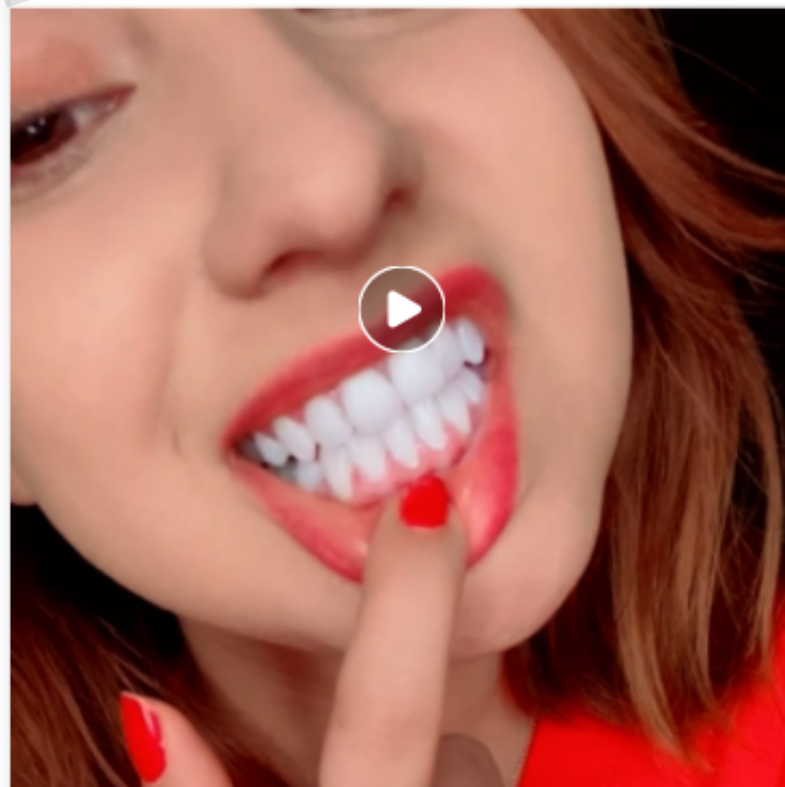
Active
Started running on 7 Dec 2020
ID: 381593539765916

Snow At-Home Teeth Whitening
Sponsored

The world's most advanced at-home teeth whitening system that even dentists can't help but love...

- Whitens Teeth in 9 Minutes A Day
- Removes All Coffee & Wine Stains
- Designed to be 100% Safe For Sensitive Teeth


HOW IT'S GOING:
Having the whitest teeth of my life



WWW.TRYSNOW.COM
Get Whiter Teeth in 9 Minutes

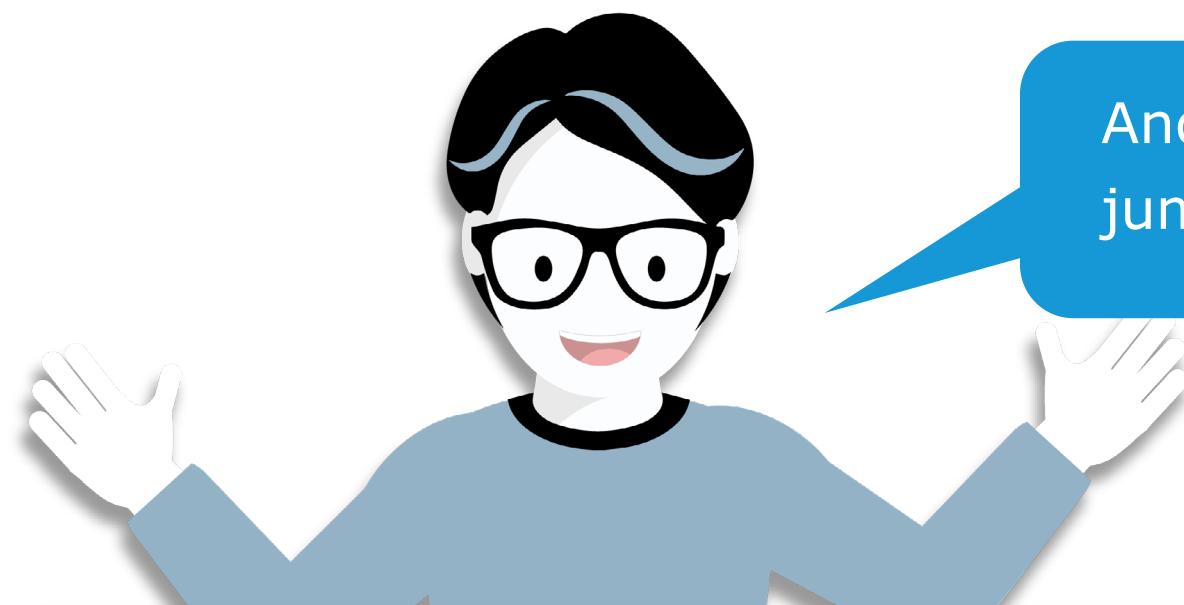
Shop Now

See ad details

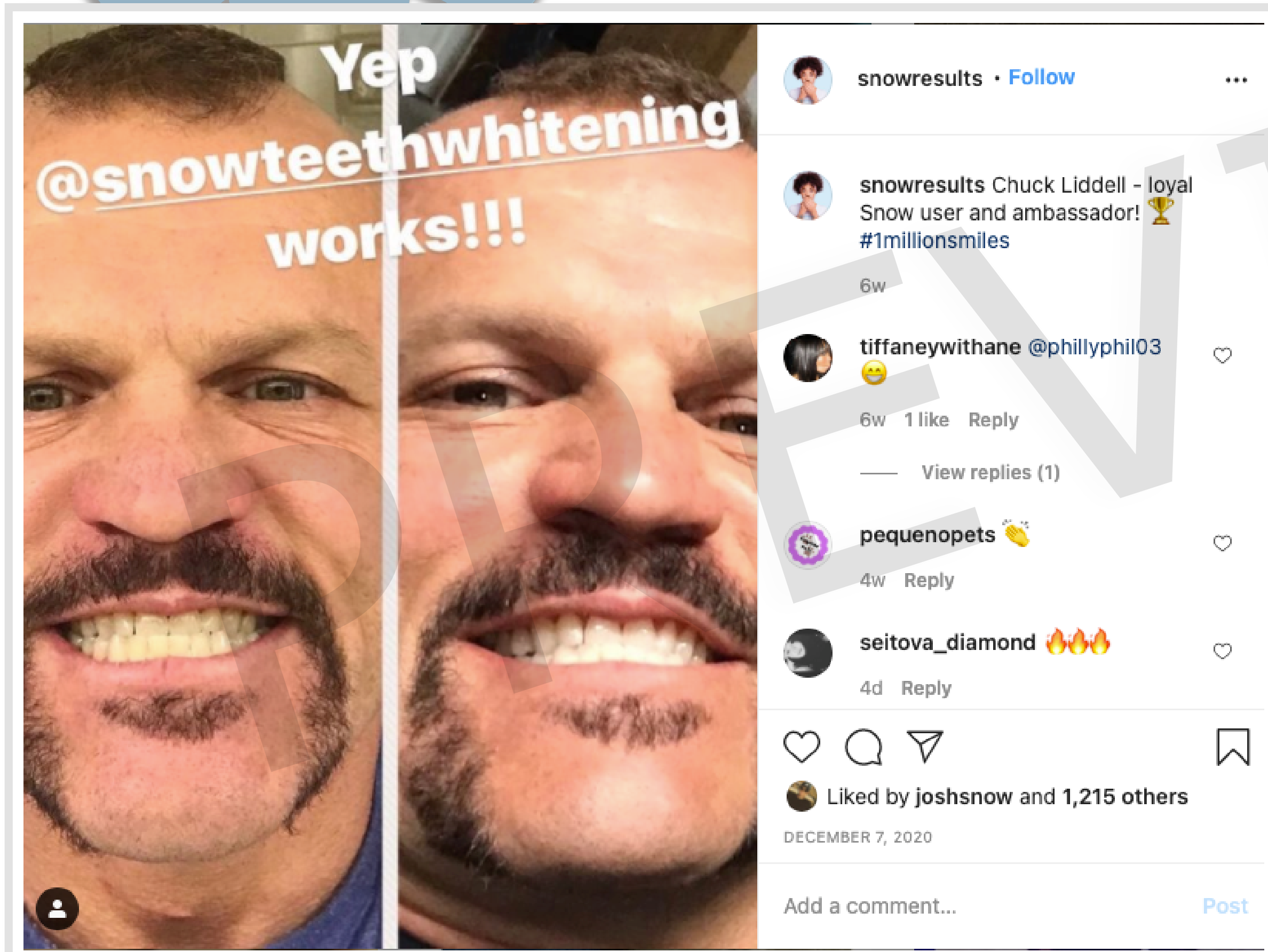


61 Skip to the next chapter ➤

STACKED MARKETER | www.stackedmarketer.com



And then, 7 posts later, there is another jump to over 1k likes on 7th December



This doesn't look like organic growth or normal behaviour.

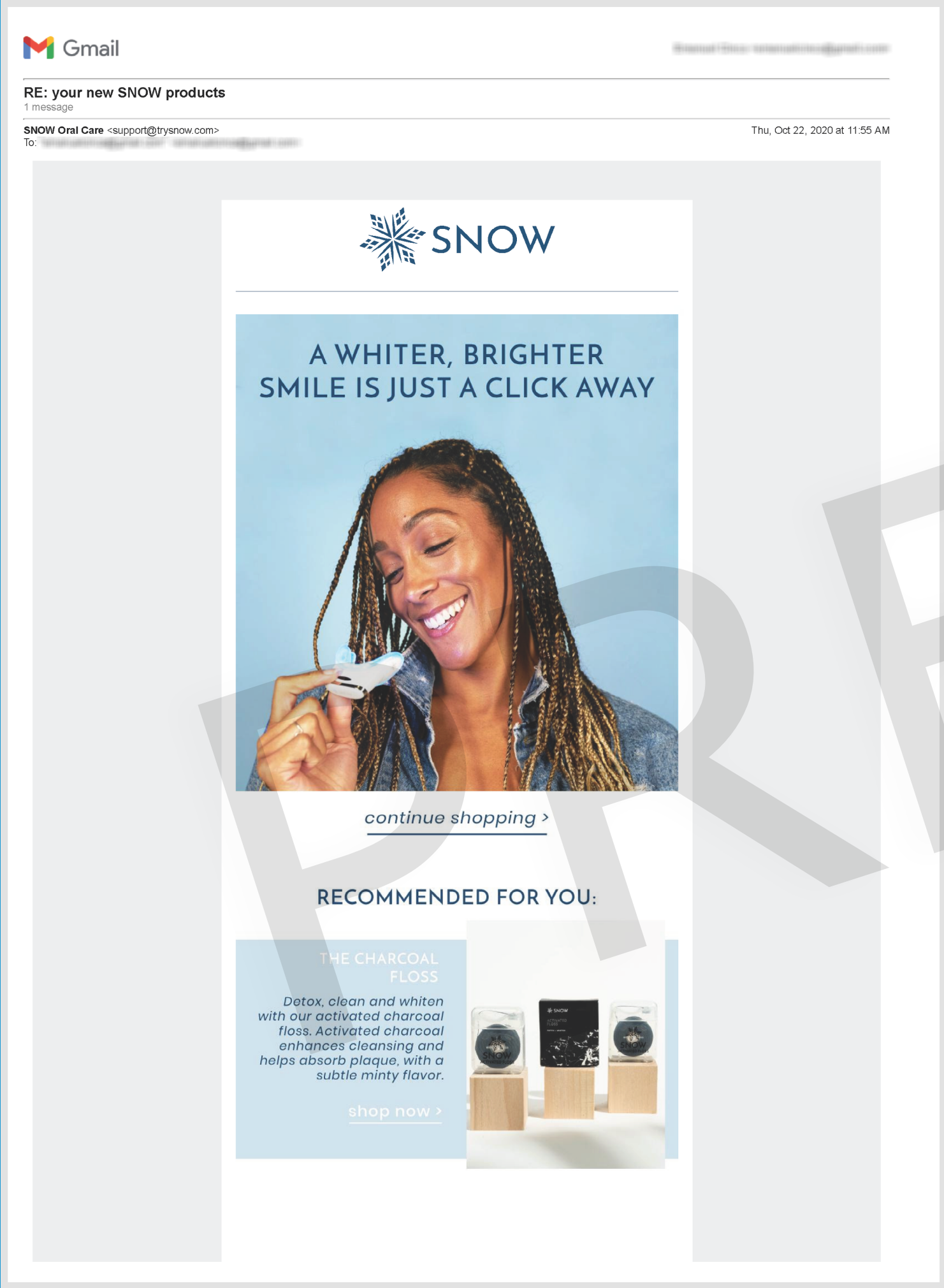
It's possible that the recent posts were boosted for likes.

There's also a possibility Snow is part of so-called "Instagram engagement groups" for both accounts.

What is an engagement group? A collection of people with Instagram accounts that like each other's posts to artificially increase engagement and reach. It's a rather common practice, it sometimes works better, sometimes worse.



October 22 - RE: your new SNOW products -



Generally considered misleading and the phrase "RE:" can actually cause deliverability issues, we're not fans of this subject line.

Otherwise, the email follows the similar style (with its pros and cons).



Black Friday

November 21 - Thanks for helping Veterans!



Updating everyone that they gave \$7,035 to veterans as part of their 15% deal. **Based on this, we can estimate their Veterans Day sales were around \$46,900.** This is the first glimpse into the results of a campaign.



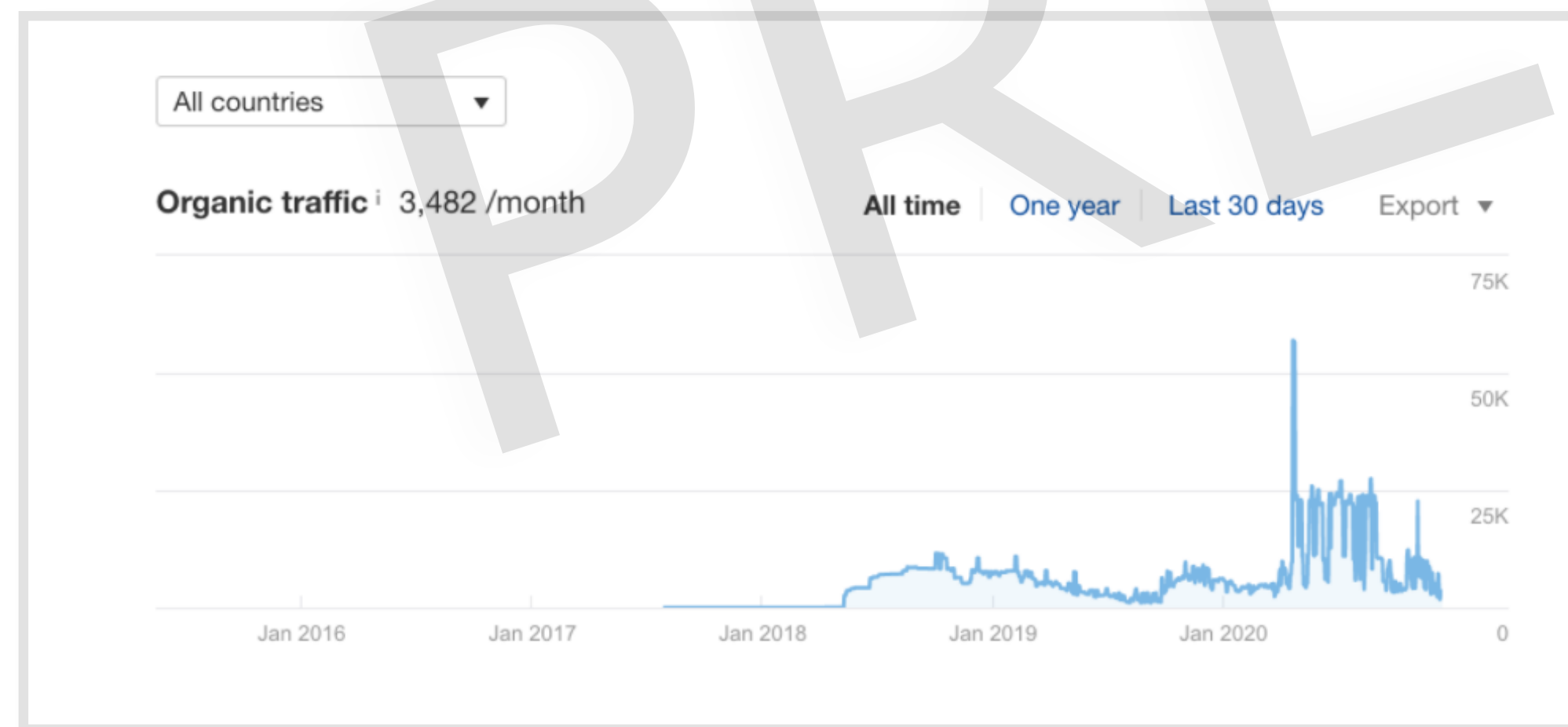
SEO & Content

For such a prominent brand in the tooth whitening space, Snow doesn't appear to invest much in SEO efforts—they may have determined that the ROI is better through other marketing channels. That doesn't mean there's nothing to be learned, though.

We'll look at three aspects of Snow's SEO:

1. Organic search traffic.
2. Backlink profile.
3. Blog content traffic and performance.

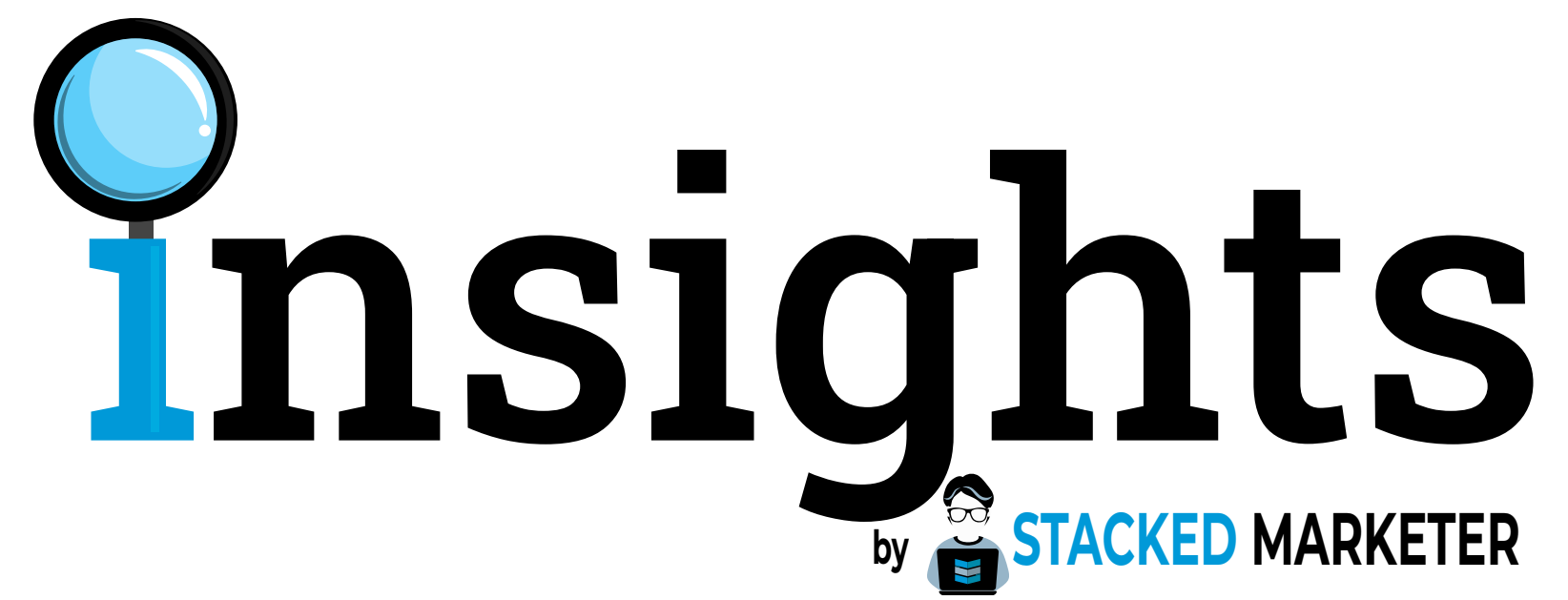
Let's get started with a look at Snow's estimated organic search traffic:



The current estimate for Snow's traffic is about 3.5k users per month. Not as many as you'd expect, right?

But remember that Snow does a lot of PPC advertising. [Even if you search](#) for the brand itself, you'll find that they're running ads on those keywords. If they shut off PPC, they'd probably see a massive organic traffic increase (which could explain the spikes on the graph above).

Instead of trying to branch out with SEO, Snow is doubling down on PPC to lock in brand-related queries from competitors. It's not a bad play if you're in the e-commerce space and have a similar positioning strategy!



For the full 100+ page deep dive, join [Insights by Stacked Marketer](#).

At least one new 100+ page report every month.

Use code **STACKED49** (expires on 31st March 2021) to get \$50 off your monthly subscription as long as it's active.