



A DEEP DIVE INTO THEIR MARKETING

by



STACKED MARKETER

www.stackedmarketer.com

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PLEASE READ THIS FIRST

As much as we wish to have perfect information, this comes from an outside view of the company with many blindspots.

Our goal with this is not to roast the company nor put it on a pedestal.

Our goal is to look at what they do overall, bring out what we think is great (and worth using in your marketing too) and what's not so great (and worth improving).

We are aware that no brand or company is perfect so just because we think they can do certain things better (or we simply dislike the approach) doesn't take away from their achievements.



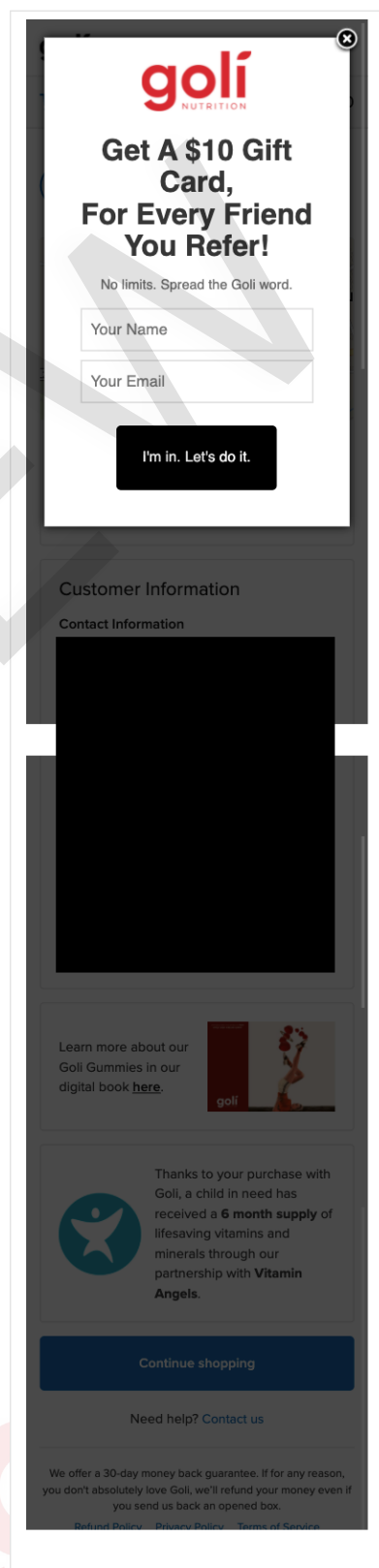
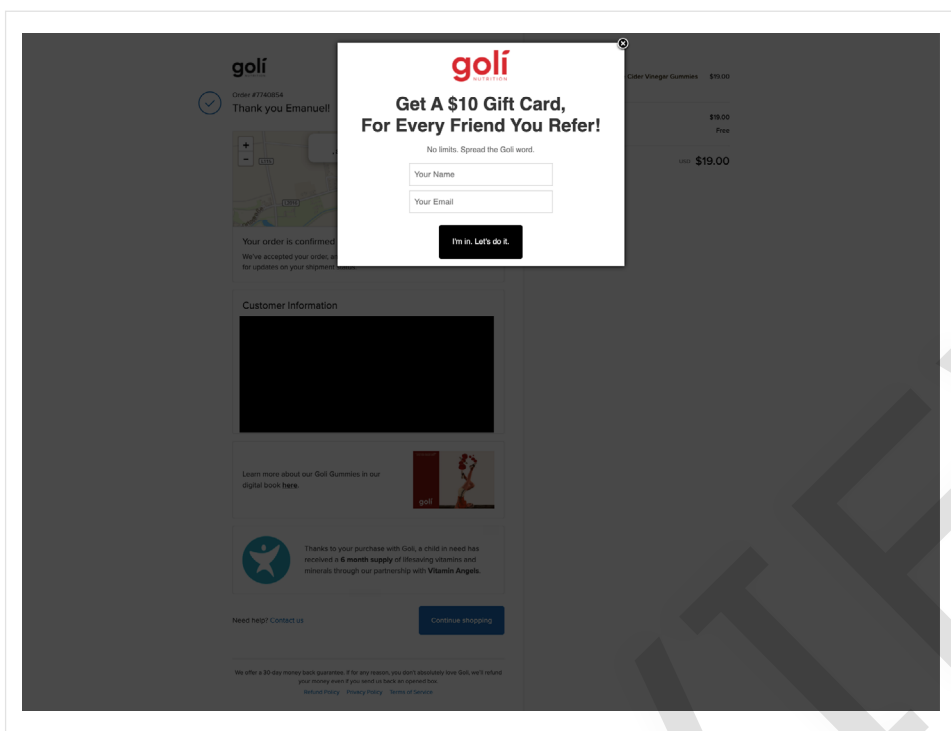
BRANDING AND POSITIONING

Goli isn't changing the game with their branding and positioning. It's straightforward, but sometimes that's good. These are the key components to Goli's branding and voice:

- **Goli doesn't break the mold.** There's no over-the-top copy or weird imagery. The colors on Goli's site are light, pastel colors. In other words, Goli's branding isn't anything special: But it's relatively easy to digest, and that converts customers.
- **The copy leans heavily into customers' preconceptions about superfoods.** Goli assumes their customers already believe in the power of apple cider vinegar, ashwa, and superfruits: And they're probably right.
- **Visual branding could use a lot of work.** Compared to other supplement brands (like Zhou Nutrition and Nature Greens), Goli's on-site visual branding is unrefined and hectic. It's hard to tell what's going on with many of the pages.

The Crew's Insight: Take the good with the bad here. Goli's social proof and crisp product visuals are important pieces for conversion. But their missteps, like awkward format and a huge, generic image panel on the home page with the phrase "health simple", are mistakes to avoid.





We've ordered and now we've hit the thank you page. There's a pop-up here, too: It's advertising their referral program. There are a few schools of thought on whether a post-purchase referral pop-up is a good idea:

- **School of thought #1:** It's good--now that the customer has purchased, they might feel more confident recommending the product to a friend. And they're going to be on the hunt for discounts on their next purchase.
- **School of thought #2:** It's problematic--the customer hasn't tried the product yet. And, offering a \$10 gift card opportunity immediately after purchase may make the customer feel like they just paid more than they needed to.

CELEBRITY






You might know her as one of the biggest celebrities of the late 90s and early 2000s - J Lo, aka Jennifer Lopez.


She's the powerhouse celebrity Goli has recently launched a campaign with and she is in their Facebook Ads too.

Active

Started running on Jun 24, 2021

ID: 241517054067533




 **Goli**

Sponsored

"Breathe Jen.... We're not letting in stressed Jen, because everyone LOVES Zen Jen 🧘"

Stay zen (like Jen), and be the best version of YOU! Try Goli Ashwa Gummies, made with KSM-66® Ashwagandha, a POWERFUL full-spectrum Ashwagandha root extract 🍌

KSM-66® Ashwagandha, clinically studied to help:...



ASHWA.COM

Use code 'JLO' for 20% OFF today!

Free Expedited Shipping Worldwide!






Learn More


See Ad Details

Active

Started running on Jun 24, 2021

ID: 554538278892219




 **Goli**

Sponsored

You're absolutely right Jennifer, "Health is NOT a Sprint, it's a Marathon!" Taking care of your body is a continuous process and we have tried to make the process more convenient and delicious! Take 2 delicious Goli ACV Gummies 3 times a day to get the best results! 🍏

Goli ACV Gummies are specially formulated with essential...



GOLI.COM

Use code 'JLO' for 20% OFF today!

Free Expedited Shipping Worldwide!

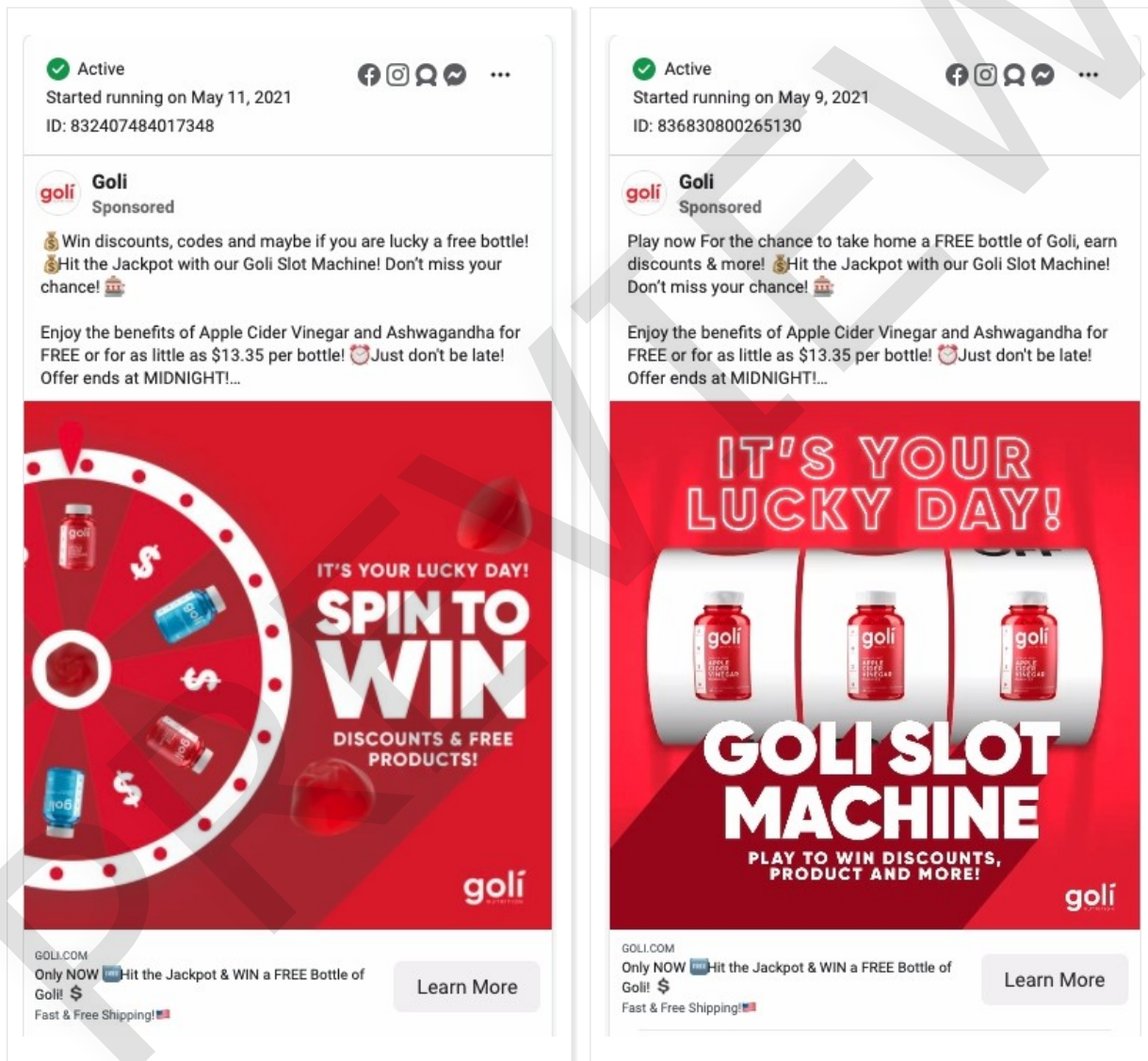
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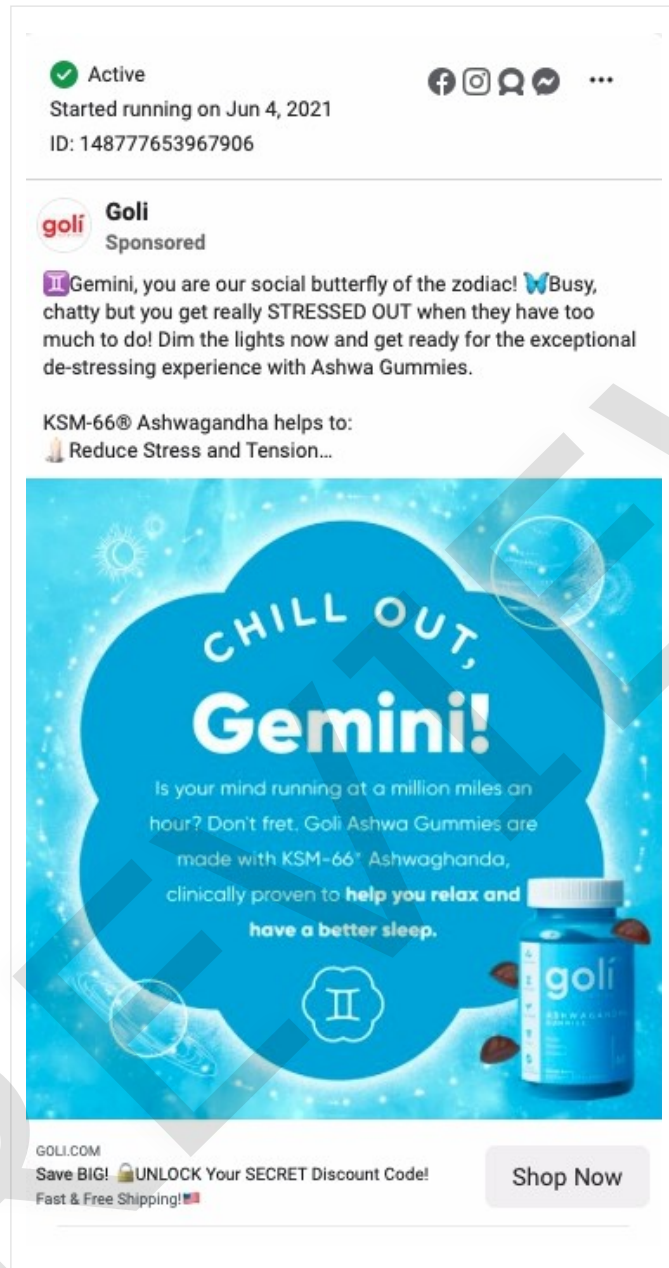
CREATIVE ANGLES THAT GOLI USES

Now that we covered the main visual types of creatives (and more generic angles), we want to bring you a special section with the most out-of-the-box angles we've seen Goli use.

Spin to win and Goli slot machine



We're not sure how this one got approved by Facebook but we all know people like to win... And many like a small gamble, so these two angles are great to try out!



They literally created an angle for every zodiac sign out there. They connected the ad copy with certain traits certain zodiac signs have, and then connected them with benefits from Goli.

This is really a sign of leaving no stone unturned.

goli
NUTRITION

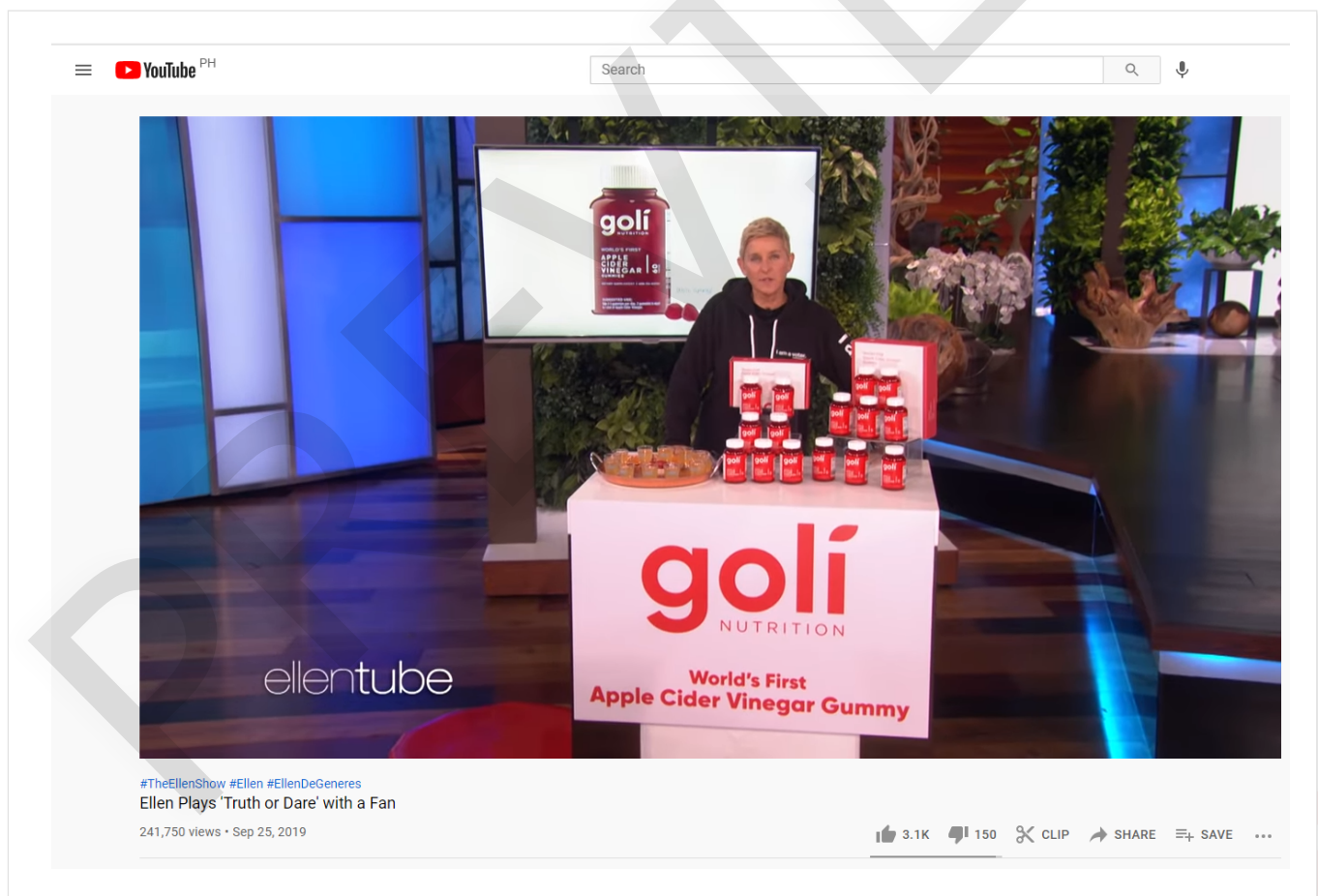
CELEBRITY MARKETING

We wanted to call this “influencer marketing” at first but there are plenty of small to medium influencers used (and discussed) in the Facebook Ads section.

Instead, we wanted to dedicate a short section to two big celebrity names that have endorsed Goli.

The first one is Ellen, which you can also see on their homepage.

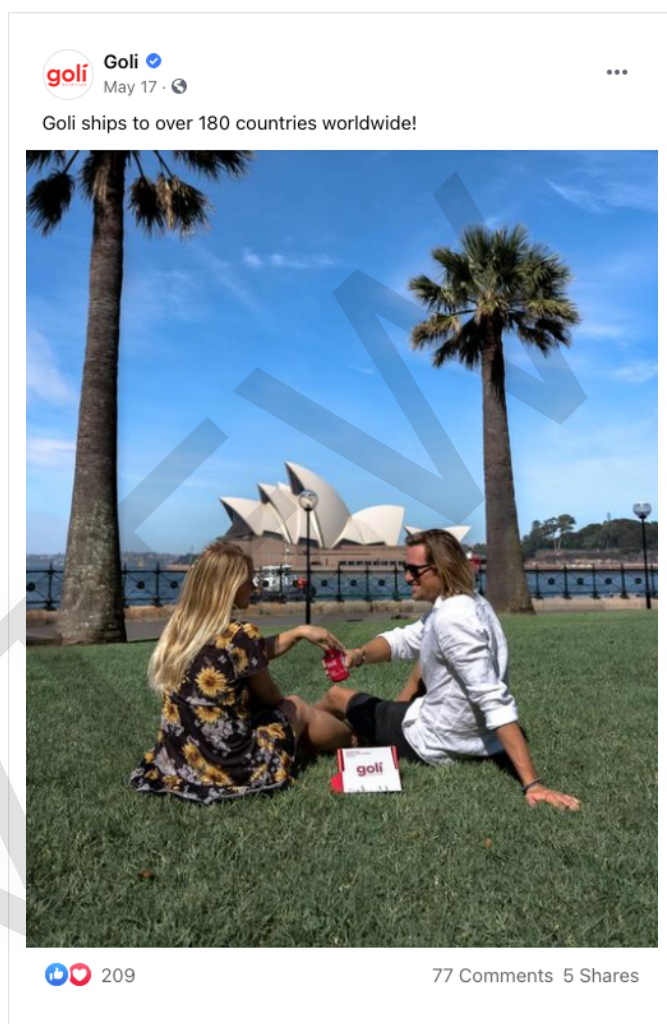
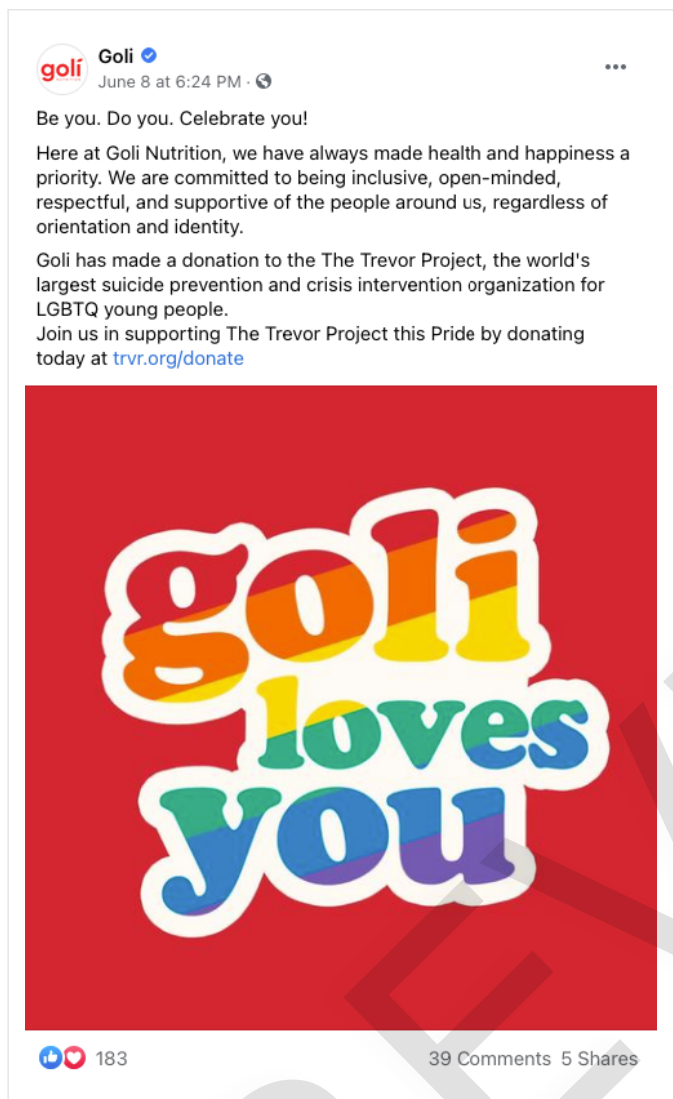
This partnership took place in 2019 and there are traces of it on YouTube as well, as you can [see in this clip](#).



Here's a quick rundown on what we know about celebrity marketing from our deep dives so far:

- Celebrity endorsements are used by most brands that have broken through the \$10M+ a year revenue mark in order to get towards the \$100M+ milestone.
- You have to choose your partnerships that match your customer profile. Ellen and Jennifer Lopez are great examples from Goli.
- You must get the rights to repurpose the materials you create. Goli uses this for ads, social proof, giveaways and more.
- Not an insight from Goli, [but from Josh](#) (CEO and founder of Snow, who worked with big names too): these celebrity endorsements won't have a direct positive ROI. What this means is, the post Jennifer Lopez shared is unlikely to directly generate more sales than the price of the endorsement... **But the increase in ROI and awareness on all other channels is likely worth it in the long run.**



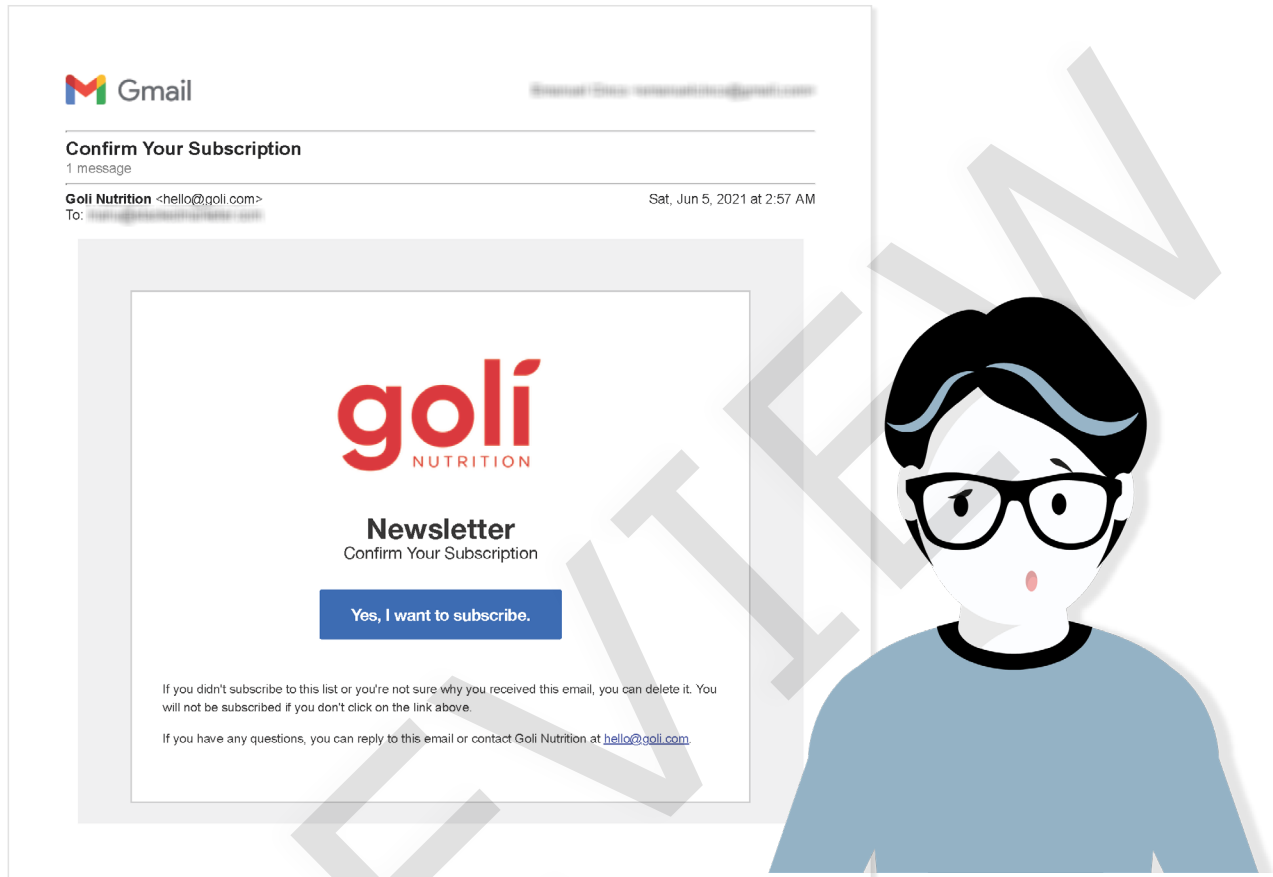


What is somewhat surprising is that all posts Goli makes have good engagement, with over 100 comments and several hundred reactions. We were wondering if their Facebook posts are just that strong but **there are all signs that guide us towards saying these organic posts are boosted (paid) temporarily to get engagement.**

We say this because most comments and reactions come outside of the US (Goli's main market). They come from countries known to have cheap engagement like Latin America and Asia.



Confirm Your Subscription - June 5, 2021:



Just as we were praising Goli for their authenticated domain, we now get this email...

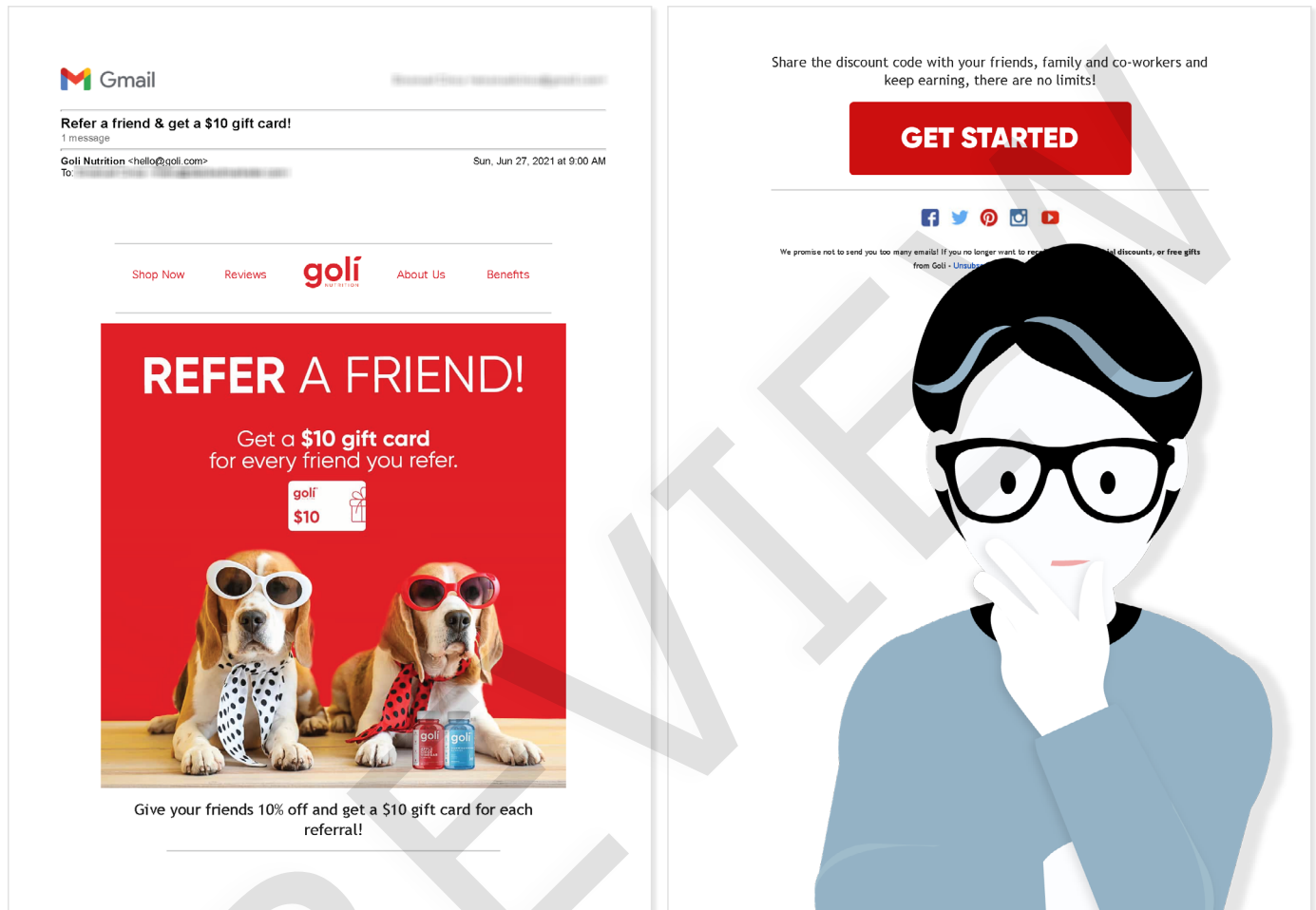
We received this at the exact same time as the shipping confirmation email and it's to opt into their regular emails.

Overall, it's a standard opt-in/confirmation email... We're not fans of this though.

We think it's better to provide a more detailed explanation about why someone should opt in under the confirmation button.

"What's in it for me?" should be answered in a short paragraph there.

Refer a friend & get a \$10 gift card! - June 27, 2021: -



OK, this email makes a lot of sense! We did mention that it could be a bit problematic to have the “refer a friend” offer straight on the thank you page from the very first purchase.

It fits very well as an email that arrives shortly after the previous order was delivered. The offer is clear, the photo with the two dogs is funny (who doesn’t laugh at dogs dressed with human accessories?).

We would prefer a more contextual call to action button that says “SHARE TO GET \$10” or “GIFT YOUR FRIEND 10% OFF” instead of “GET STARTED”.

Closing Thoughts

Are you familiar with nutra offers that affiliates used to heavily promote 5-10 years ago (and some still do these days)?

They used to have fake endorsements from all the big celebrities you can imagine: Dr Oz, Oprah, Ellen, and more.

The copy was aggressive, pretty much the definition of a “magical pill”.

When you look at Goli, you can see traces of those tactics, except the endorsements are real and the copy has been toned down.

We did say some of the benefits Goli promises in their Facebook Ads are dancing on the line between compliance and ad account ban... But they do it well.

Goli does a great job at balancing strong promises around common pain points (sexual health, beautiful skin, stress relief, weight loss, muscle increase) and compliance.

It's an example of what you can create when you take the strongest tactics from a darker side of affiliate marketing and pair them with a product that (probably) follows through on its promises.



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