



WOMEN'S HEALTH & WEIGHT LOSS

# A DEEP DIVE INTO THEIR MARKETING

by



**STACKED MARKETER**

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<b>What to expect from this report</b>	5
<b>Intro about LadyBoss</b>	6
• What is LadyBoss known for?	7
• Why did we choose to analyse LadyBoss?	7
• Flagship product	7
• Where does LadyBoss sell its products	7
• Who are LadyBoss' main competitors	7
• Revenue info	8
<b>Branding and positioning</b>	9
<b>Website</b>	12
• Homepage teardown	13
• Product page teardown	22
<b>The purchase process</b>	31
<b>Marketing</b>	40
• Facebook Ads	42
• Organic social media	57
◦ Facebook	58
◦ Instagram	58
◦ YouTube	58

• Amazon	64
• Email marketing	67
○ Pre-purchase	69
○ Post-purchase	82
• SEO & Content	88
<b>Closing thoughts</b>	93
<b>About Stacked Marketer</b>	95

## WHAT TO EXPECT FROM THIS DEEP DIVE

Most e-commerce brands are boring. LadyBoss is not: You're about to read a breakdown of a brand with a polarizing website, semi-dark patterns on multiple pages, and a very specific audience.

Oh, and as of 2018, they're doing about \$30M in annual revenue. Here's what to expect in this deep dive:

- **The basic mistakes that can kill your organic traffic.** The LadyBoss blog has potential to reach hundreds of thousands of organic users per month, but it falls far short. We'll cover insights about how it could be fixed.
- **How formatting mistakes can increase friction.** The formatting and font styling on the LadyBoss website directly increase friction for potential customers--and very likely drop conversion. We'll go over why.
- **What "too much upsell" looks like.** There's a fine line between a solid upsell and an aggressive, lengthy purchase process. In our opinion, LadyBoss crosses that line and it's probably hurting their conversion rate.
- **Why graphic designers and copywriters need to work together.** We'll cover walls of text, strangely-formatted pages, and near-unreadable copy in our website breakdown section. It'll serve as an example of why designers and copywriters should be communicating (and often).
- **How a charismatic founder can be the driving force behind paid ads.** You've seen it for other brands too but we have a deeper look at how Kaelin, the founder of LadyBoss, does an excellent job with paid (and organic) social media activities.
- **When strong copy meets less-than-ideal email design.** Similar to their website, their copy is strong in their emails, and they do many things very well, but they could really do with a design makeover.
- **How a mix of an authentic founder, strong copy, and good community can get a brand past all those imperfections we mention.**



## BRANDING AND POSITIONING

The co-founder of LadyBoss is named Kaelin Poulin. She suffered from an eating disorder, was led astray by bad diets and weight loss hacks, but eventually took a deep dive into the healthy way to lose weight. Fast forward a few years and Kaelin had lost 65 pounds, written a popular book (called *Big Fat Lies*), and launched the LadyBoss brand.

(Fast forward a few more years and she's doing more than \$30M in annual revenue.)

It's an inspiring trajectory and it's no surprise that Kaelin is a major feature in LadyBoss' advertising and outward-facing brand story. Her personal story features on the website, in email marketing, and on social media (both organic and paid).

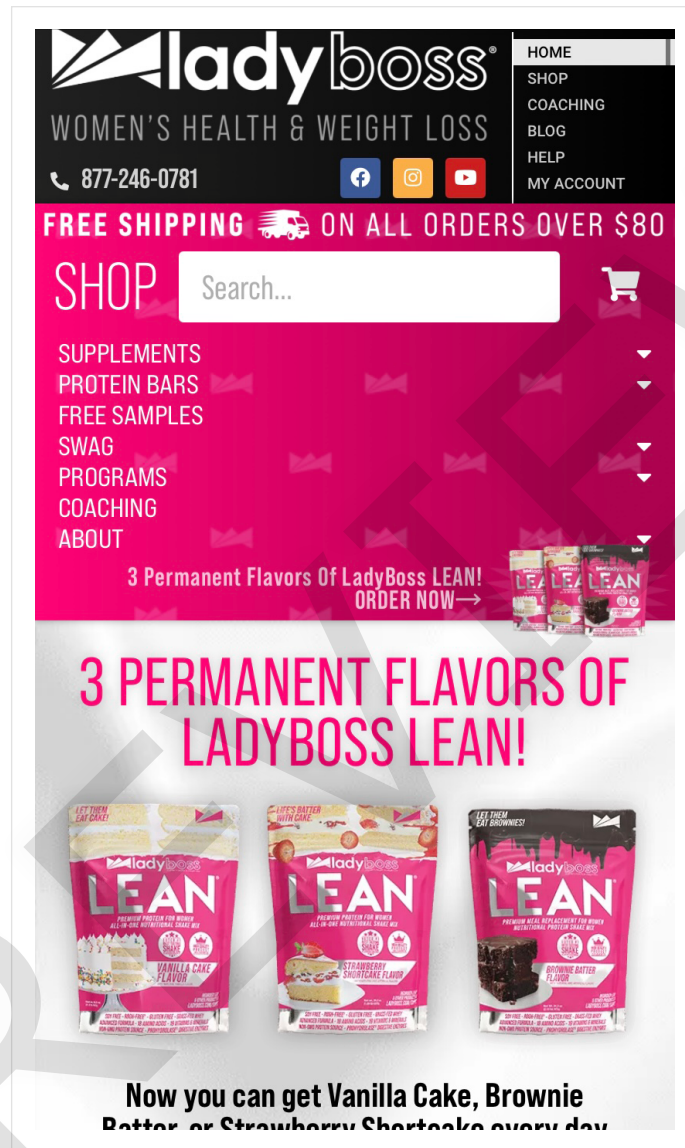
**See where this is headed?** Kaelin is a model for the positioning and audience that LadyBoss goes for: Women (and in particular, moms) who want to lose weight without falling into bad habits and fad diets.

**As for the branding itself...** Through its website and social accounts, email campaigns, advertising, and copywriting, LadyBoss branding is three things:

- **Loud:** Exclamation points, bright colors, and warnings about product scarcity are common in LadyBoss branding.
- **Tacky:** Navigating almost any page of the LadyBoss website is tiptoeing through a minefield of hard-to-read fonts, product scarcity warnings, bright visuals, overloaded product panels, walls of text, and confusing "discounts" to products. It's a great case study on dozens of semi-dark patterns, and we'll dive into the effectiveness of these in sections below.
- **Personal:** LadyBoss doesn't tiptoe around the subject--they are talking to women who want to lose weight and who don't want the bullshit that comes along with fad diets. For example, the first post-purchase email you receive is Kaelin Poulin's personal experience with weight loss.



## The mobile site has some problems



The formatting on the above-the-fold section doesn't work on mobile. The drop-down menu arrows are misaligned with the titles and the menu in the right-hand corner is so small it's virtually unusable.

The LadyBoss homepage is messy enough on desktop. On mobile, it just doesn't work. Some technical updates to this home page—removing the black header bar, readjusting the pink one, and aligning the arrows would be a good start.



### Here's what LadyBoss could improve:

- **Homepage design--it should be completely overhauled.** The LadyBoss homepage is full of different font sizes, crowded panels, all-caps font, loud product imagery and colors, and walls of text. While this may convert some customers, our best guess is that a well-executed overhaul could result in a significant bump in conversions for new customers.
- **Better product CTAs.** All product images look nearly the same, and CTA text like "See Details" and "See Options" could be improved, too. There are so many product CTAs--and they all look the same--that it could create analysis paralysis in customers.



**The Crew's take:** We're not big fans of the LadyBoss homepage. But, it's fair to be wondering if we have an example of a brand we think is doing it better. And, we do: Built is a protein bar brand (it doesn't have all the offerings of LadyBoss) with a much cleaner website structure and experience.

Built isn't perfect, but it's a better example of how to structure a website for a fitness-centered online health brand.





### What we like about the LadyBoss product page:

- There are a few parts of this page that sound good on paper--product image on the left and near the top, social proof, a related products carousel--but the execution kills most of that potential.
- With e-commerce, it's not the thought that counts: It's the execution, and that's missing here.

### What LadyBoss could improve:

- **Delete most of the product page.** There's a lot to cut here. We'd remove:

- The hero panel above the product image and quantity options
- The subscriptions perks panel (in favor of something smaller and more modern)
- The huge panel of copy beneath 'Add to Cart', which is just a copy-paste from the hero panel
- The ingredients panel is far too big. It should be deleted and redesigned.
- Social proof and risk-free panels could be combined into one.





There are a few major problems with this purchase process:

- **It's very high-friction. 87% of customers will abandon purchases if the process is too difficult.** On LadyBoss, you have to navigate two separate pages (the gift page and the upsell page) before you can complete your checkout. It feels difficult to purchase the product you actually added to your cart.
- **It's too aggressive.** If you took a QVC infomercial and turned it into a purchase process, this would be it. It feels like LadyBoss is strictly in it for your money—not your mission to lose weight.
- **The design is headache-inducing.** Huge popups, varying font sizes, all-caps sentences, and cheap copywriting make the purchase process an extremely unpleasant one—probably even for LadyBoss' target audience.

Now, let's see what this purchase process really looks like.



Now, let's look at some of their ads because there's no shortage of them, with the Ad Library showing almost 1,000 individual ads!

**First thing we noticed:** They promote only their supplements, not their other programs.

The main category of ads we can identify are:

- Video skits with Kaelin.
- UGC/testimonial videos.
- Animation or stop-motion videos with the products.
- Static images.

The ads seem to promote a few clear offers:

- Different flavors of LEAN.
- Peanut butter protein bars.
- The free samples of LEAN (Free + Shipping funnel).

**Many of their ads have dedicated landing pages. They are basically running dedicated landing pages and funnels for different offers (and angles).**

Most brands have a product page they send users to... LadyBoss is going the extra-mile with these landing pages.

Here's what we're going to do: we will show you some of our favorite ads + landing page combos, then dive deeper into some noteworthy individual ads.





**LadyBoss Kaelin Poulin**

Sponsored

Forever delight your senses in the irresistible flavor of rich, fudgy, lick it right off the spoon Brownie Batter LEAN® – NOW a PERMANENT FLAVOR option!

This Unbelievably Delicious Protein Shake For Women Tastes EXACTLY Like The Homemade, Eat It Right From The Mixing Bowl Delight That You Craved As a Kid, And Now!...



**LadyBoss Kaelin Poulin**

Sponsored

Introducing the newest member to our award winning line-up of nutritional products for women... The LadyBoss BAR - Peanut Butter Chocolate Chip flavor!

A Premium, Delicious High Protein Snack & Meal Bar Powered By Science And Formulated For Women. Gluten-Free. Soy Free. No Artificial Sweeteners, Flavors, Colors, or...

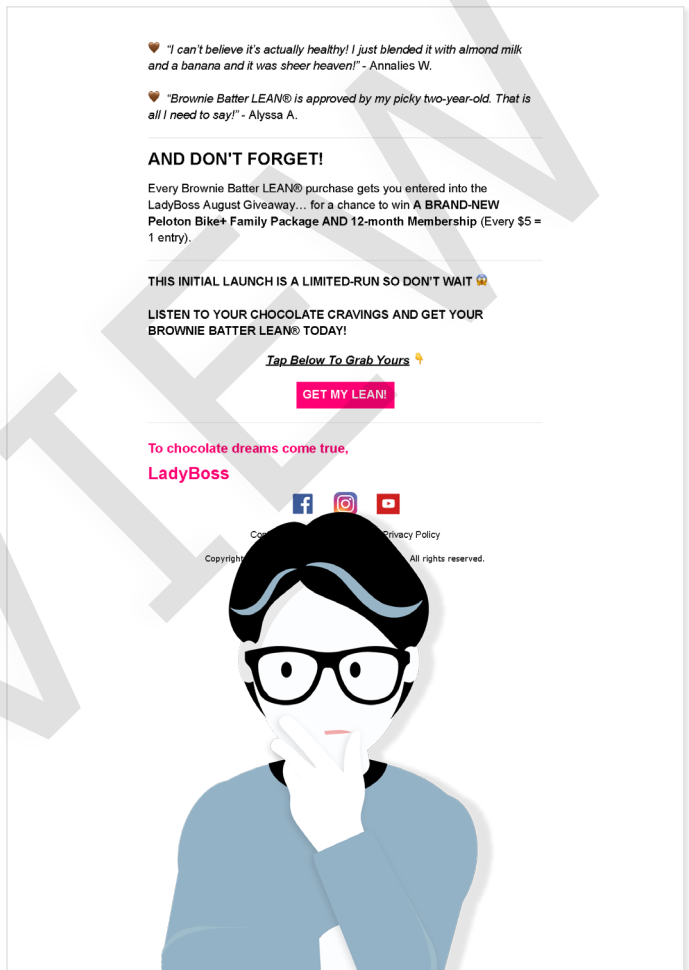
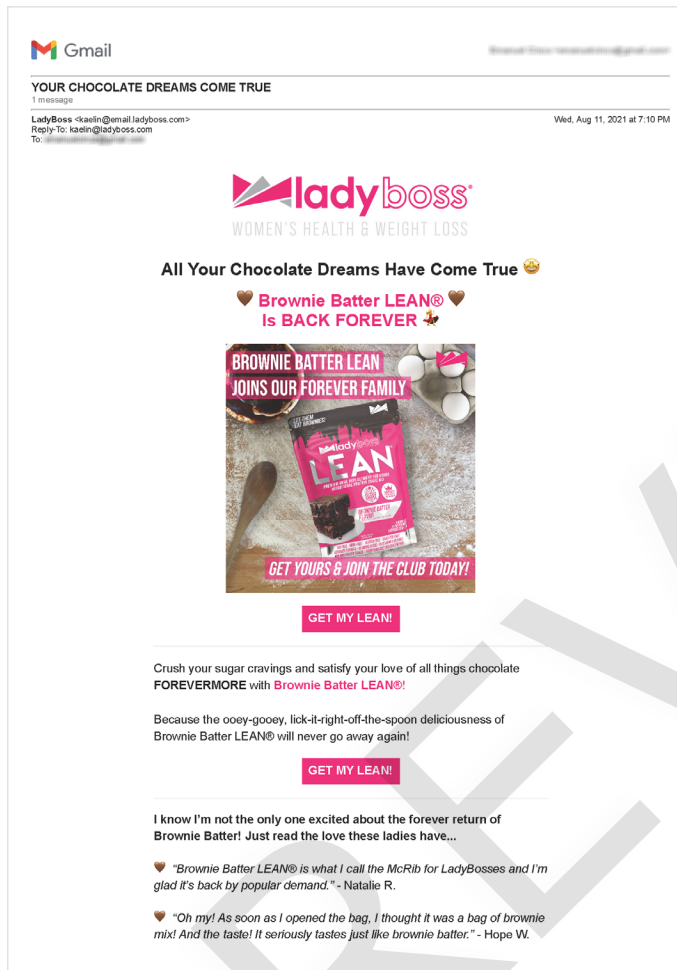


**LIMITED  
RELEASE QUANTITIES**

**ORDER NOW**

 **ladyboss**  
WOMEN'S HEALTH & WEIGHT LOSS

## YOUR CHOCOLATE DREAMS COME TRUE - August 11, 2021:



What is going on here? A second email on the same day, promoting the same product.

Our assumption is this was a launch, so they planned more than one email.

**This email did hit our Primary inbox, not Promotions nor Spam.**

Nothing new to say when it comes to content.



## Here's why the LadyBoss blog doesn't work (and how to fix it)

This blog is a perfect case study for why lots of content doesn't mean lots of organic users. There are three specific things dragging down the LadyBoss blog:

- **There's too much quantity and not enough quality.** There are lots of blog posts on the LadyBoss blog, but none of them are very well-written or well-organized. Spending the same amount of resources on creating a few **very** good blog posts would be more rewarding.
- **They're almost unreadable.** A light, skinny font on a light grey background (just check out any blog post, [like this one](#)) is extremely difficult to read. This might not be directly hurting organic rankings, but it's drastically reducing the chance of anyone actually reading the blog posts—which is the whole point of writing them.
- **The SEO heading structure is nonexistent.** What should be H2s in the blog posts are written as normal text, while the posts are cluttered with irrelevant H2s and H3s about topics on the rest of the blog. This is probably a result of the blog structure.



# insights

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