

# ATHLETIC GREENS

A DEEP DIVE INTO THEIR  
**MARKETING**

by



**STACKED MARKETER**

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## WHAT TO EXPECT FROM THIS DEEP DIVE

Athletic Greens is a masterclass on a one-product, subscription-based brand. The marketing is great and can be used by everyone--but if you just want to sell a single product, this is a framework for doing so.

Here's what you'll find inside the deep dive:

- **A framework for building high-conversion, single-page websites.** Athletic Greens doesn't use product pages. Yeah, it sounds crazy, but it works damn well and you'll learn how they do it in just a few pages.
- **How to upsell after a purchase.** Typical purchase upsells come as the customer is cruising their way through checkout, but Athletic Greens saves product upsells until after you've bought the product. We'll take a look at how that works in this deep dive.
- **When expensive podcast ads can pay off.** For many e-commerce brands, dropping thousands of dollars to get a podcast mention isn't worth it. But when your customer lifetime value is as high as Athletic Greens', expensive ad placements with credible influencers can pay off tenfold. We'll explore how they do it.
- **Good emails and high-quality branding are a killer combination.** Each email we received from Athletic Greens was well-written and designed with a purpose. We'll walk through the benefits of single-purpose emails (e.g. leading to one CTA) in our email marketing section.



## REVENUE INFO

Athletic Greens says they have a [\\$100M revenue run rate](#). As to their specific annual revenue numbers by the year, that's anyone's guess. But, it's probably between \$75M and \$150M for 2021.

Because Athletic Greens only has a few purchase options, we can guess how many customers they have. Using the \$100M figure:

**If all customers purchase a subscription:** ~100,000 customers

**If all customers purchase one-time:** ~1,000,000 customers

The true number is somewhere in between. But, it's safe to say that a large portion of Athletic Greens' revenue comes from subscription customers--one-time purchases don't make sense if you're buying more than once, since they're \$20 more for the same quantity.

We're about to break down the marketing of a brand that likely has more than 100k people paying at least \$79 monthly. Let's dive into how they do it.



75 vitamins, minerals, and whole-food sourced nutrients in one convenient daily serving. One Scoop, 8 ounces of water. It's all you really need, really.

The Pouch ☒ Travel Packs

**One Time Purchase**

**\$99**  
\$3.30 Per Serving

Try out AG1

- ✓ 30 Servings of AG1
- ✓ Ships Once

[Buy Now](#)

**Most Popular**

**Single Subscription**

**\$79** ~~\$99~~  
\$2.63 Per Serving

Best for starting your new healthy habit

- ✓ 30 Servings of AG1 in a Single Pouch
- ✓ Delivered Monthly
- ✓ Free Starter Kit: Premium Jar & Shaker
- ✓ No Commitment, Pause or Cancel Anytime

[Subscribe Now](#)

✓ 60-day money back guarantee

**Best Value**

**Double Subscription**

**\$149** ~~\$198~~  
\$2.48 Per Serving

Best for 2 daily drinkers or increased usage:

- ✓ 60 Servings of AG1 in Two Pouches
- ✓ Delivered Monthly
- ✓ Free Starter Kit: Premium Jar & Shaker
- ✓ No Commitment, Pause or Cancel Anytime

[Subscribe Now](#)

✓ 60-day money back guarantee

**This page is unique:** It's a well-designed, transparent product panel with clear CTAs on the site.

But it's also the product page for the site. Yeah: There's no separate product page on Athletic Greens. It's all on their homepage and this is their product page.

We'll go over details in the product page section.

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Most of the key pieces are here. What they don't have:

- Customer reviews \*
- Extensive product copy \*\*

\*These do, however, come in the form of influencer testimonials further down the page.

\*\*Because this mini product page is on the landing page, there's plenty of extensive product copy above and below this section.

**The Crew's verdict:** This is a brilliant idea for single-product brands. Good conversion rate optimization (CRO) is focused on reducing friction. And by letting customers go straight from the homepage to checkout, Athletic Greens cuts an entire part of the process out. It's that much easier for the customer to buy the product.



**There's one question remaining:** If they don't have a product page, where are they sending people who click on their ads? We'll cover the answer further down in the section on Facebook Ads.

But first, let's have a look at Athletic Greens' purchase process.


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## UGC ADS

**Athletic Greens**  
Sponsored  
ID: 176998054590375

Meet AG1: Comprehensive + convenient daily nutrition with 75 vitamins, minerals, and whole food sourced nutrients—made for just about everyone.

Plus, get a FREE year supply of Vitamin D + 5 FREE Travel Packs—for a limited time.



I absolutely love starting

ATHLETICGREENS.COM  
Take Your Nutrition To The Next Level  
Get a FREE year supply of Vitamin D + 5  
FREE Travel Packs

Learn More

**Athletic Greens**  
Sponsored  
ID: 257587772988727

Meet AG1: Comprehensive + convenient daily nutrition with 75 vitamins, minerals, and whole food sourced nutrients—made for just about everyone.

Plus, get a FREE year supply of Vitamin D + 5 FREE Travel Packs—for a limited time.



One scoop of AG1 has

ATHLETICGREENS.COM  
Take Your Nutrition To The Next Level  
Get a FREE year supply of Vitamin D + 5  
FREE Travel Packs

Learn More

Links to both of these ads, if you want to take a closer look:

[Ad #1](#)

[Ad #2](#)

**This is pretty basic UGC.** The one insight you can take away here: UGC videos featuring multiple testimonials (like Athletic Greens') instead of just one customer can add more credibility to your product. And producing these videos is easy—ask your customers for feedback, compile the best of that feedback into a video, and use it on Facebook Ads.

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## TIKTOK ADS

**Athletic Greens also works with TikTok influencers.** Videos with #athleticgreens have a total of 2M views, which is OK. (On TikTok, millions of views aren't as impressive as they are on other platforms.)

[Head to this page](#) and you'll see what influencer ads for Athletic Greens look like on TikTok. They're pretty standard and keep the focus on performance

## Recap

Podcast advertising is on the rise and many e-commerce brands aren't taking advantage of it. Athletic Greens is--and you should too, particularly if you have a high-value subscription product. Here's why:

1. People trust their favorite podcast host more than a Facebook Ad.
2. If you have a subscription-based product like Athletic Greens, the lower conversion rates or higher costs of podcast advertising can pay dividends in the future.

**For example:** One Athletic Greens customer pays almost \$1k annually. Even if podcast advertising is expensive, it's paying the bills down the road.



## ORGANIC SOCIAL MEDIA

Instagram is the main platform for Athletic Greens. But let's take a look at their (limited) presence on other platforms.

**Facebook:** Every brand has a Facebook page and Athletic Greens is no different. They'll post a few times per month with limited engagement. But, there's probably not a huge opportunity here--Instagram is more powerful than Facebook for brand pages.

**Twitter:** Much like Facebook, Twitter isn't a very influential spot for Athletic Greens. They've got about 4.5k followers, though, which isn't bad on Twitter. Instead of simply posting promotional content, Twitter threads and content about nutrition could work.

**TikTok:** Athletic Greens doesn't have a TikTok account. They do run influencer ads there, which we talked about in the influencer marketing section.

### Recap

Athletic Greens isn't doing a brilliant job on social media. And that's because their marketing funnel is pretty simple:

Run great paid ads + work with brilliant influencers = Profit

But we think Athletic Greens could see **even more** success if they start posting content on social media that's interesting to their customers. This could look like:

- Fitness content
- Twitter threads about nutrition
- Spotlights on athletes
- More influencer partnerships
- Healthy lifestyle content

With a brand like Athletic Greens, the opportunities are almost endless. They just need to do some hard brainstorming and come up with content that people want to see. (Because, trust us, people don't love seeing promotional content.)



## NEWSLETTER ADS

It's not often we see e-commerce brands advertising in newsletters. So when we do, we get excited. Here are a few examples of newsletter ads that Athletic Greens has run:

### MORNING BREW

SPONSORED BY ATHLETIC GREENS

#### So This Is Why I'm Just Normal



For years, I've wondered why I'm not an Olympic-level athlete, why I haven't founded a successful company, and why I haven't completed an Ironman triathlon.

Turns out there's something called [Athletic Greens](#) that the world's top performers have been using this whole time. Entrepreneurs. Best-selling authors. Performance psychologists. Professional athletes. The best performers in the world use this stuff.

With 75 vitamins, minerals, and whole-food sourced ingredients—plus the antioxidant equivalent of 12 servings of fruits and veg, gut health benefits, and adaptogens for hormonal support—Athletic Greens may well be the best one-stop shop for comprehensive nutrition...ever.

When you use [Athletic Greens](#), you know you're putting the highest quality ingredients in your body. And—unlike a lot of green drinks—Athletic Greens *actually tastes good*.

They're offering Brew readers **20 free Travel Packs** with your first purchase.


[Give Athletic Greens a try](#). I look forward to competing against you at a future Olympics.

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## REFERRAL PROGRAM

Athletic Greens runs a basic referral program. Here's how it works:

1. When you purchase something from the website, you're shown this pop-up window:



×

### Get \$15 for every friend you refer

Give your friends 5 free travel packs of Athletic Greens, and get \$15 off your next order once they make their first purchase.

Share your referral link anywhere:

Copy

Send your friends an email:

AG1 has been a game changer for me! It's an all in one daily drink with 75 vitamins, minerals, and whole food-sourced ingredients with prebiotics and probiotics to

☒ Send my friend a reminder in 3 days

Send

Or share with:

Messenger

Facebook

Twitter

Terms friendbuy

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## Simple. Powerful. Effective - 7th October

This email is focused on the ingredients in the Athletic Greens powder. It's got one CTA at the end. It's a great email:

- It's gorgeous, like other AG emails, meaning it's easy to skim. (Not many people read full emails, so don't go full James Joyce and blast them with paragraphs of wordy text.)
- Visuals are beautiful. Good visuals can go a long way for the perceived quality of your product, and Athletic Greens knocked it out of the park here.

**The Crew's take:** In most cases, it's worth the few thousand dollars you might have to spend for some high-quality, professional photos. Home photoshoots on your iPhone can get the job done, but you'll likely see better conversion with high-quality pictures.



## Closing Thoughts

Running a subscription-based business with a single product is—you guessed it—not the same as running a standard e-commerce business. But in many ways, the principles are the same.

If there's one takeaway here, it's that great influencer marketing and high-quality branding might be all you need for success. Athletic Greens is hyper-specific with its marketing, targeting premium channels and leading those potential customers to a premium site. It all functions smoothly and that's what we love.

**In the supplement industry, there are few other brands like Athletic Greens.**

And because of Athletic Greens' premium branding, it can get away with claiming broad health benefits without sounding aggressive or

We hope you enjoyed this deep dive. And, we hope you were able to take inspiration from Athletic Greens' website, ad campaign, and strategies to implement with your own brand.

We'll see 'ya next time. And, as always, shoot us your brand recommendations over in the Insights community. We'd love to hear from you.

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# insights

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