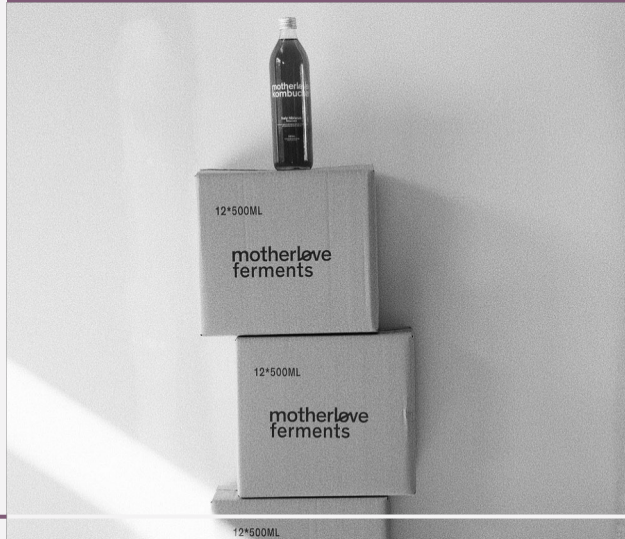


Motherlove Kombucha

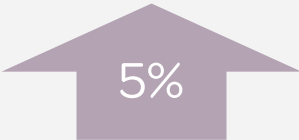
motherloveferments.com

Motherlove Kombucha previously relied on markets for exposure, since the pandemic, they realized the need to move online. They created a Shopify store and I assisted with helping them reach a wider audience.



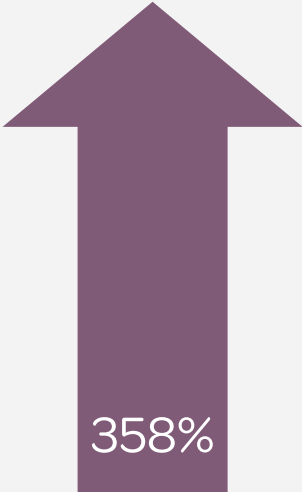
I set up their email automations for an Abandoned Cart Email, and Replenishment Reminder Email. Additionally, I ran a Facebook and Instagram Campaign for Motherlove Kombucha. With a small budget, the targeting needed to be very specific. I drafted written copy to educate the audience on what Kombucha is and why they should purchase now.

Motherlove Kombucha Statistics



Email Sales

5% of total sales are coming from email automations.



ROAS

Social media advertisement accomplished a 358% return on ad spend.

Instagram



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🌈 Brew your very own Kombucha 🌈

Our Homebrew kits are ready to be your outlet for creativity. With options for brewing regular kombucha, or it's champagne-like cousin Jun tea, and a workshop on our website to teach you how to brew both, you'll have plenty to do while staying home and staying healthy. Plus your kombucha kit gets free shipping! IG: @motherlovekombucha



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Start brewing organic, gut-loving kombucha at home 🍷

We're offering free shipping on your homebrew kit that has everything you need to start making Kombucha or Jun tea.

IG: @motherlovekombucha



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Free shipping on your kombucha kit ✨

Still, staying inside more than you'd like to? Want to hone a new skill that will save you money? Want to express your creativity and becoming a flavor creating genius? It's the perfect time for home brewing. With options for brewing regular kombucha, or it's champagne-like cousin Jun tea, you'll have plenty to do while staying home and staying healthy. If you can brew tea you can make kombucha, and if you can make kombucha you can make jun.
IG: @motherlovekombucha



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