Landing Page Brief

Daily Dose Adaptogen Blend

Client:	Grounded Botanics
Page:	Daily Dose. Landing Page (Meta Ad Traffic)
Ad source:	Meta cold (Facebook + Instagram paid social)
Copywriter:	Bas Rijksen

This brief covers a rewrite of the Grounded Botanics Daily Dose landing page for Meta cold-traffic conversion. Every section below includes purpose, suggested copy, and layout notes for the design team. Green italic text throughout marks purpose notes and layout guidance for the design team. Black text is the finished copy.

This is a paid-traffic landing page. Single product, single offer, single CTA repeated. No navigation menu and no footer links. The only clickable elements are CTAs and the hero star-rating link.

Brand Snapshot

Grounded Botanics is a Denver-based supplement brand founded in 2021 by two former Whole Foods buyers who spent a decade watching the adaptogen category grow from niche to mainstream without the quality controls catching up.

They launched with one product. Daily Dose, a powdered adaptogen blend designed to replace the three or four separate capsule bottles most people end up taking. One scoop, stirred into coffee or water, delivers clinically studied doses with full transparency on the label.

The brand voice is grounded, ingredient-literate, anti-hype. It writes for the supplement buyer who reads labels, listens to health podcasts, and is tired of paying for proprietary blends with hidden quantities.

The target buyer is a man or woman aged 28 to 50 who already takes some form of supplement for stress or focus. They have tried Ashwagandha on its own, maybe a nootropic stack, possibly a magnesium supplement at night.

They are not new to supplements. They are tired of the **capsule cabinet** and unsure whether any of it is working.

The differentiator is **every ingredient at its clinically studied dose, published on the label**. No proprietary blends. KSM-66 Ashwagandha at 600mg, Rhodiola at 300mg, Lion's Mane at 500mg, L-Theanine at 200mg, plus BioPerine for absorption.

The doses are the wedge.

Key Product Facts

- **Formula:** Ashwagandha KSM-66 600mg + Rhodiola Rosea 300mg + Lion's Mane 500mg + L-Theanine 200mg + BioPerine 5mg
- **Per serving:** 1 scoop in coffee, water, or a smoothie
- **Format:** Powder, 30 servings per bag. Unflavored or Chai Spice
- **Pack size:** 30-day supply (single bag)
- **Price:** $45 one-time. $36 on subscribe and save (20% off). Free shipping on subscription
- **Differentiator:** Every ingredient at its clinically studied dose. Published on the label. No proprietary blends
- **Certifications:** GMP certified, third-party tested for heavy metals and purity, vegan, gluten-free, no artificial sweeteners
- **Proof:** 1,200+ reviews, 4.7 star average, 68% of customers are subscribers
- **Landing page context:** Cold Meta paid-social traffic. Single-product, single-CTA, no navigation

Page Audit: What's Not Working

The current landing page was built quickly when the brand started running Meta ads. It converts, but below benchmark for the category. Here's what is holding it back.

1. **The hero talks about adaptogens, not about the buyer.** "Premium Adaptogen Blend for Daily Wellness" describes the product category. It doesn't describe a problem, a desire, or a person. Cold traffic from a Meta ad needs to feel seen in the first three seconds.
2. **No comparison to the current alternative.** The person seeing this ad already takes something. Ashwagandha capsules from Amazon, a focus stack, maybe just extra coffee. The page never addresses why switching makes sense.
3. **The clinical-dose story is buried.** Every ingredient at its published clinical dose with BioPerine for absorption is the product's biggest differentiator. That story is compressed into one description line. It deserves its own section.
4. **No offer structure.** The page shows $45 with a subscribe option. No bundle, no tiered pricing, no limited-time angle. For cold Meta traffic, the offer architecture matters as much as the copy.
5. **Social proof is at the bottom.** 1,200 reviews and a 4.7 average sit below the FAQ. For a brand nobody has heard of, those numbers should be visible within the first scroll.

6. **No risk reversal.** No money-back guarantee anywhere on the page. For a $45 powder from an unknown brand, the perceived risk is high. A 60-day guarantee removes the biggest remaining objection.

The rewrite below fixes all of this. The new structure follows a paid-traffic conversion flow: hook + offer > trust > problem > formula > comparison > usage > proof > FAQ > offer > close.

New Page Structure + Copy

The page follows a mobile-first conversion flow for cold Meta paid-social traffic: hero earns the scroll, problem reactivates pain, the formula reveals the published-dose story, the comparison frames the switch, proof and FAQ dissolve objections, the tiered offer collects, the final close converts the fence-sitter.

Section 1: Hero

Purpose: The visitor just tapped on a Meta ad. They have zero brand awareness and about three seconds of attention. The hero must name their problem, hint at the solution, and give them a reason to keep scrolling. The full offer plus social proof plus risk reversal must be visible above the fold.

Headline:

PRIMARY: One Scoop Replaces Your Entire Supplement Shelf.

ALT A: Five Bottles. One Scoop. Every Dose Published.

Recommendation: Test PRIMARY against ALT A in the first 14 days of paid spend. ALT A enters cold-traffic rotation after the PRIMARY winner is locked. No additional variants needed for the launch test budget.

Sub-headline:

Ashwagandha, Rhodiola, and Lion's Mane in one daily blend. Every ingredient at its clinically studied dose. **No capsule juggling. No proprietary blends hiding what's inside.**

Supporting copy:

You are already spending $50 to $80 a month on separate supplements and hoping they work together. Daily Dose combines the **three most researched adaptogens** into one powder, at the doses used in the actual studies. Stir it into your morning coffee. Be done.

Primary CTA:

Try Daily Dose for 60 days

Social proof line: ★★★★★ Rated **4.7 from 1,200+ reviews**. 68% of customers subscribe.

Risk reversal line: 60-day money-back guarantee. Send the empty bag back. Full refund.

Try Daily Dose risk-free for 60 days. Get Daily Dose. $36 / bag on subscription *60-day money-back guarantee. Free shipping on every subscription order. That works out to $1.20 per morning.*

Layout notes: Desktop renders the product image left at 55% and the headline plus sub plus CTA plus social proof plus risk reversal stacked right at 45%. Mobile stacks vertically: headline, then sub-headline, then product image, then social proof line, then risk reversal line, then CTA box. Show the product label with dosing visible on the bag. Sticky CTA bar pinned to the bottom of the mobile viewport from this section onward.

Section 2: Trust Bar + Featured Review

Purpose: Build immediate credibility. Cold traffic from Meta has zero brand trust. This section creates the "okay, this is real" moment. Trust badges and a featured review do more for conversion in the first two scrolls than any amount of product copy.

Trust badges (single horizontal row): GMP Certified · Third-Party Tested · Vegan · Gluten-Free · No Proprietary Blends · Clinically Dosed

Featured Review:

Maya R., verified buyer: "I was taking Ashwagandha, Lion's Mane, and Rhodiola separately. **This replaced all three** and the doses are actually what the studies use. The label honesty is what sold me. The fact that it works is what keeps me on subscription."

Layout notes: Trust badges render as a single icon-plus-text row on desktop, two-row wrap on mobile. Featured review sits in a bordered card directly below the badges with five stars above the quote, the buyer name in bold, and the verified-buyer indicator beside it. Single row, centered. Thin border or subtle background tint.

Section 3: The Supplement Shelf Problem

Purpose: Name the problem the buyer already lives with. This section creates recognition. Cold paid-Meta traffic needs pain reactivation before the formula reveal. The reader should think "that is exactly what I do" before the page can earn the right to pitch the product.

Section header:

Five Bottles. Zero Confidence.

Body copy:

Open your cabinet. Count the bottles. **Ashwagandha from one brand.** Lion's Mane from another. Maybe Rhodiola, maybe magnesium, maybe a B-complex. You bought each one after reading an article or watching a podcast clip.

Now ask yourself. **Do you know the doses are right?** Are the brands trustworthy? Do the ingredients interact the way you think they do? Or are you taking five pills every morning and hoping?

That is not a supplement routine. **That is an expensive guess.**

- **The proprietary-blend problem.** Hidden quantities you can't verify
- **The under-dose problem.** Capsules that list the ingredient but skip the clinical dose

- **The absorption problem.** Most single-ingredient products skip BioPerine entirely
- **The cabinet-clutter problem.** Three to five bottles to remember every morning

Daily Dose was built for this exact pattern. One formula. Three adaptogens. Every dose published.

Layout notes: Full-width section with a warm background. Section header rendered centered in 18pt bold. Body paragraphs left-aligned with breathing room. Bulleted list rendered as a 2x2 grid on desktop, vertical stack on mobile. Consider a lifestyle image. a bathroom cabinet with multiple supplement bottles, or a kitchen counter with a cluttered pill organizer.

Section 4: The Formula

Purpose: This is the education section and the load-bearing section of the LP. Most visitors know the ingredient names but not the effective doses. The clinical-dose story is the product's biggest differentiator. Every ingredient at its researched dose, with BioPerine for absorption.

Section header:

Published Doses. Not Marketing Doses.

Intro copy:

Listing an ingredient on the label means nothing without the dose. A capsule can say "Ashwagandha" and contain 100mg. **That is roughly one-sixth of what researchers use** when they measure results. We don't formulate for the label. We formulate for the studies.

Ashwagandha KSM-66 (600mg): The most clinically studied form of Ashwagandha available. **600mg is the dose used in the majority of human trials** measuring cortisol reduction and stress response. KSM-66 is a full-spectrum root extract, not a generic powder. We specify the extract because the form matters as much as the dose.

Rhodiola Rosea (300mg): Standardized to 3% rosavins and 1% salidroside. Rhodiola supports mental stamina and reduces fatigue under stress. 300mg is the dose used in studies on cognitive performance and physical endurance. **This is the ingredient that turns a calm morning into a focused morning.**

Lion's Mane (500mg): Supports nerve growth factor production and cognitive function. 500mg falls within the range used in studies on focus and mental clarity. Lion's Mane is a slow builder. Most people notice the sharpest effects after 2 to 3 weeks of daily use.

L-Theanine (200mg): The amino acid that smooths out caffeine. If you stir Daily Dose into your coffee, the L-Theanine takes the jittery edge off and extends the focus window. **Calm alertness, not wired energy.**

BioPerine (5mg): A patented black pepper extract that increases nutrient absorption by up to 30%. It is the difference between your body using the ingredients and your body passing them through. Every dose includes it. **Most competitors don't.**

No proprietary blends. No special matrix with hidden quantities. Every milligram is on the label. If a competitor won't publish their doses, ask yourself why.

Layout notes: Individual ingredient cards in a clean vertical list on desktop, stacked on mobile. Each ingredient gets its name plus dose in bold, then 2-3 lines of benefit copy. Consider a visual comparison. clinical-study dose vs typical supplement brand dose vs Daily Dose as a simple bar chart. Closing italic line centered as the section takeaway.

Section 5: Your Current Stack vs. Daily Dose

Purpose: Direct comparison to the buyer's current situation. This section makes the math obvious. Buying three separate supplements costs more, involves more pills, and gives you less certainty about quality and dosing.

Section header:

One Scoop vs. Your Current Stack.

What	Daily Dose	Your Current Stack
Monthly cost	$36 on subscription ($1.20/day)	$50 to $80 (3-5 separate bottles)
Daily routine	One scoop, stir, done	3 to 5 capsules from different bottles
Dose certainty	Published on the label	Unknown (proprietary blends)
Ingredient sourcing	KSM-66, standardized extracts	Varies by brand
Absorption support	BioPerine included	None (most don't include it)
Third-party testing	Every batch tested	Varies by brand

Already taking some of these individually? Daily Dose is not adding to your stack. It is replacing it.

Layout notes: Clean comparison table. Daily Dose column gets a subtle warm highlight. Keep it scannable, no paragraph-length cells. On mobile, the table should scroll horizontally or convert to stacked cards. Consider a small savings callout below the table. "Save $14 to $44 per month vs your current stack."

Section 6: 30 Seconds. Any Morning.

Purpose: Remove friction. A powder blend is slightly less convenient than capsules, so this section needs to make the daily ritual feel easy and flexible. Show the visitor that Daily Dose fits into whatever morning routine they already have.

Section header:

30 seconds. Any morning.

Body copy:

Most people stir Daily Dose into their morning coffee. The unflavored version dissolves clean. The Chai Spice adds a warm note that pairs well with any roast. **The L-Theanine smooths out the caffeine you are already drinking.**

If coffee is not your routine, stir a level scoop into 8 ounces of water, or drop it into the smoothie you already make. No blender needed.

Morning is best. The Rhodiola and Lion's Mane support focus and mental energy, so you want them working during your productive hours. Take it daily for at least 2 to 3 weeks before judging the results.

- **Adaptogens build in your system.** Day one is not day twenty-one
- **Skip-day rule:** if you forget, take the next dose the following morning. No doubling up

Layout notes: Two or three visual tabs (similar to the dosing tabs on the Tillmans reference pages). Each tab shows a preparation method with a simple illustration or photo. Default to IN YOUR COFFEE selected. Keep it clean and practical.

Section 7: Customer Reviews

Purpose: Let customers do the selling. For an unknown brand on a cold-traffic LP, reviews are the single most important conversion element after the offer. Prioritize reviews that mention consolidating multiple supplements, noticing a difference, dose transparency, and subscription loyalty.

Section header:

1,200+ reviews. Here is what keeps coming up.

James T., verified buyer: "★★★★★ Threw out three bottles after my second bag of Daily Dose. The cabinet looks empty now. **My morning takes thirty seconds instead of three minutes**, and I actually feel something."

Priya N., verified buyer: "★★★★★ Calmer by week two, focused without the jitters. I have tried four different Ashwagandha brands and none of them did what this does. The published doses are why."

Liam K., verified buyer: "★★★★★ On my sixth bag. I won't go back to capsules. **No proprietary blend nonsense, no guessing.** Chai Spice in my coffee, every morning."

Layout notes: Horizontal scrollable cards on mobile, 3-column grid on desktop. White cards on a lightly tinted background. If video reviews exist, feature 1-2 prominently above the carousel. Video reviews convert 2-3x better than text on cold-traffic LPs. Keep the carousel auto-pause on hover.

Section 8: FAQ

Purpose: Handle the last remaining objections. Every question below represents a real hesitation someone has before buying a supplement from an unknown brand. Keep answers short, specific, and confident.

How is this different from just buying Ashwagandha, Rhodiola, and Lion's Mane separately?

Three things. First, every ingredient is at its clinically studied dose, and we publish the amounts. Most standalone supplements use proprietary blends or under-dose. Second, we include

BioPerine for absorption, which most single-ingredient products skip. Third, one scoop replaces three to five capsules. Less cabinet clutter, less monthly cost.

How long does it take to work?

The L-Theanine works on day one. You will notice smoother energy within 30 to 45 minutes, especially with coffee. The adaptogens build over time. Most customers report a noticeable shift in stress response and focus within 2 to 3 weeks of daily use.

What does it taste like?

The unflavored version has a mild, slightly earthy taste that disappears in coffee or a smoothie. The Chai Spice version adds cinnamon and cardamom notes. Neither is sweet. We do not use artificial sweeteners or flavoring.

Can I take it with other supplements?

Yes, but you probably won't need to. If you are currently taking Ashwagandha, Rhodiola, Lion's Mane, or L-Theanine separately, Daily Dose replaces all of them. You can still take other supplements (magnesium, vitamin D, omega-3) alongside it. No known interactions.

Is there a money-back guarantee?

60 days. If it doesn't work for you, email us and we refund the full amount. No return shipping. No partial credit. Full refund. We would rather you try it risk-free than spend another month guessing with your current stack.

What if I am sensitive to caffeine?

Daily Dose contains no caffeine. It contains L-Theanine, which smooths out caffeine if you take it alongside coffee. If you are caffeine-sensitive, mix Daily Dose into water instead of coffee.

Section 9: The Offer

Purpose: This is where the transaction happens. For cold Meta traffic, the offer structure matters as much as the copy. A single price with no incentive structure underperforms tiered pricing every time. The section presents the offer with clear value stacking and a risk-reversal guarantee.

Section header:

Pick your supply.

The offer:

- **1 bag (30 servings): $45 one-time.** Good for trying it out
- **2 bags (60 servings): $80** ($10 savings). **MOST POPULAR**. Enough time to feel the full adaptogen effect
- **3 bags (90 servings): $108** ($27 savings). Best value. Most subscribers started here

Subscribe and save: 20% off any option. Delivered monthly. Skip or cancel anytime. 68% of customers choose subscription.

The guarantee: 60-day money back.
Send the empty bag back for a full refund. No restocking fee. No partial credit.

Shipping: free on every subscription order.
Free on one-time orders over $50.

Try Daily Dose risk-free for 60 days. Start the subscription. $36 / bag *60-day money-back guarantee. Cancel anytime. Free shipping on every subscription order.*

Layout notes: Three selectable pricing cards side by side on desktop, vertical stack on mobile. The 2-bag option pre-selected and visually highlighted with a "Most Popular" tag. Subscribe toggle below the cards with the 20% callout. Single large CTA button below the toggle. Below the button. payment method icons (Visa, Mastercard, Amex, PayPal, Apple Pay, Shop Pay).

Section 10: Final Close

Purpose: One last push for visitors who scrolled the entire page but haven't clicked. By this point they are interested but hesitant. The close should be confident, short, and lead with the guarantee plus a real urgency trigger.

Section header:

Your cabinet has enough bottles.

Body copy:

One scoop. Every dose published. **60 days to decide if it works.** If it doesn't, send the empty bag back. Full refund. Keep the bag if you want.

Founders launch pricing locked at $36 per bag on subscription through May 31, 2026.
After that, the subscription rate moves to $40 per bag. The $36 founders price does not return. Lock the rate while the launch window is open.

Lock the founders price before the launch window closes May 31. Start the subscription. $36 / bag *60-day money-back guarantee. Cancel anytime. Free shipping on every subscription order.*

One scoop. Every dose published. 60 days. That is the offer.

Layout notes: Full-width section with warm background. Section header rendered centered in 16pt bold. CTA box full-width, bordered. Closing italic line rendered centered below the CTA. Mobile sticky CTA bar continues from Section 9 through the bottom of the page.

Notes for the Design Team

ATF

- **No navigation menu. No hamburger menu. No footer links.** The only clickable elements should be CTAs and the hero star-rating link.
- Single-purpose page. Strip the global brand header and global footer. CTA is the only navigation.
- Hero loads under 2 seconds on 4G mobile. Compress hero image to 80KB or less.
- Headline fully visible above the fold on a 375px-wide mobile viewport without scrolling.

Body

- Section transitions are whitespace and headings only. No grey dividers. No horizontal rules.
- Brand voice is direct, confident, and ingredient-literate. The target buyer reads labels and listens to health podcasts. Don't talk down. Don't hype.
- Photography. product shots showing the bag, the label with doses visible, a scoop in coffee. Lifestyle shots are everyday morning routines, not gym settings.
- Ingredient cards in Section 4 stack vertically on mobile and render side-by-side on desktop with each card the same height.

CTAs

- Five CTA boxes total. hero (Section 1), offer (Section 9), final close (Section 10), and a sticky CTA bar pinned to the mobile viewport bottom from Section 9 onward.
- CTA button color. brand warm clay tone. Hover state. clay-darker. Text. cream or white, 16pt bold.
- Pricing tier section is the conversion engine. Pre-selected 2-bag option must be clearly highlighted on mobile.

Mobile

- Mobile-first builds, never desktop-first. 73% of paid-Meta traffic is mobile.
- Sticky CTA bar appears from Section 9 onward, never above the fold. Don't compete with the hero.
- Comparison table swipe is one finger, no pinch-zoom required.
- Body copy renders at 16pt minimum on mobile. 11pt is the desktop body baseline.
- No pop-ups. No email capture on the LP. Email capture happens post-purchase.

Compliance

- Adaptogen claims framed as "supports stress response" / "supports focus and cognitive function". Never "treats anxiety" / "cures depression" / "anti-anxiety". DSHEA and FTC require structure-function language only.
- The 60-day guarantee terms visible in the offer section and at checkout. No fine print smaller than 10pt.
- Third-party testing certificates available on request, linked from the footer of the email confirmation only.
- Color palette guidance. warm earth tones (clay, sand, warm cream, deep forest green as an accent). Apothecary, not pharmacy. Avoid bright white plus neon green palette that most supplement LPs use.

What Changed and Why

Current Page	What We Changed	Why
Hero talks about adaptogens	Hero names the buyer's problem. supplement shelf chaos	Cold traffic needs to feel understood before it considers the product
Clinical-dose story is one line	Full ingredient breakdown section with doses and clinical context	Published doses are the product's #1 differentiator. One line buries it
No comparison to current alternative	Added "One Scoop vs. Your Current Stack" table	The buyer is already taking something. Show why switching saves money plus pills
Flat $45 pricing	Three-tier pricing with subscribe and save	Tiered pricing with a Most Popular tag increases AOV. The 2-bag tier is the AOV anchor
No risk reversal	60-day money-back guarantee featured throughout	For an unknown brand at $45, the biggest objection is "what if it doesn't work"
Reviews at the bottom	Featured review in Section 2 plus full review section in Section 7	1,200 reviews and a 4.7 average should be working in the first scroll for an unknown brand
No problem agitation section	Added Section 3 "Five Bottles. Zero Confidence."	Naming the problem the buyer already lives with creates the recognition pivot
No real urgency	Founders launch pricing locked through May 31, 2026	Real date-based urgency drives the fence-sitter to act today instead of bookmarking