DTC MARKETING FUNNEL & PLAYBOOK

VOL.01 · THE BECKHAM SUPPLEMENT MACHINE

DAVID BECKHAM.
SMASHING AG1
OUT OF THE WATER.
1,000S OF ADS IN
2 MONTHS. $60M REVENUE
IN 2025.
LET'S BREAK IT DOWN.

A FREE BREAKDOWN BY GRWTH MODE

WANT US TO BUILD THIS FOR YOUR BRAND?

This is a free 39-page playbook from the team at GRWTH MODE. We reverse-engineer the world's fastest-growing DTC brands so you can borrow what works.

Custom growth blueprint built for your brand. Funnel, ad strategy, creative angles, retention loops, done for you.

£395

GRWTHMODE.COM

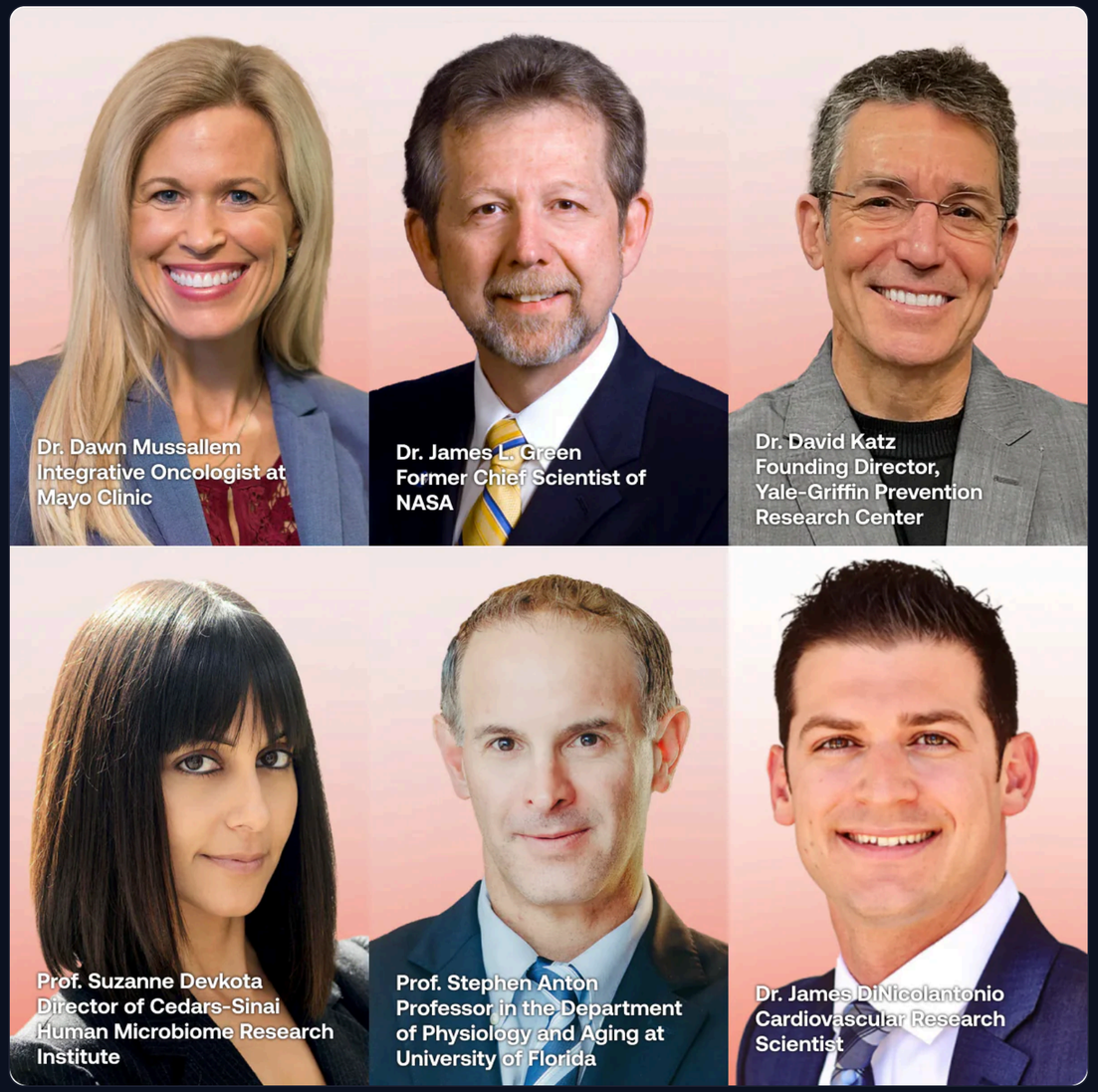
01 · WHO IS IM8

THE BECKHAM BACKED DAILY ESSENTIAL.

IM8 is a premium DTC supplement brand co-founded by **David Beckham** and Dr. Billy Cohn, launched in late 2024.

Their flagship product, **Daily Ultimate Essentials**, is a single-scoop powder bundling 92 ingredients into one ritual: vitamins, adaptogens, prebiotics, antioxidants and longevity actives.

One scoop. One ritual. **Direct competitor to AG1.**



02 · THE FOUNDING STORY

BUILT BY AN ATHLETE. NOT A BRAND.

Beckham didn't slap his name on a deal, he co-founded the company with Dr. Billy Cohn (cardiac surgeon, Texas Heart Institute) and serial founder Andrew Vassallo.

The hook: an elite athlete who needed a single, efficient daily stack. The reality: 4 years of R&D, 92 ingredients, and a manufacturing process built for absorption.

Founder credibility is the moat.

03 · THE OPPORTUNITY

A $180B SUPPLEMENT MARKET. ONE CATEGORY KING. ZERO TRUE CHALLENGER.

AG1 spent a decade educating the market that “one daily greens powder” is a category. They built a $1.2B brand. The problem? They left the door wide open for a premium, celebrity-led, science-backed challenger. **IM8 walked through it.**

04 · THE NUMBERS

WHY NOW.

$180B

Global supplement market by 2028. CAGR 8.9%.

77%

Of US adults now take supplements. Up from 65% pre-pandemic.

$1.2B

AG1's est. annual revenue. Proof the category supports a giant.

$60M

IM8 first-year revenue (2025 est).

2 MO

From launch to 1,000s of paid creatives in market.

90%+

Of supplement purchases now influenced by social.

05 · ICP

WHO ACTUALLY BUYS IM8.

Primary: Men & women, 30 to 55, household income $100k+, urban / suburban, already spend on wellness.

Mindset: "I'm not 25 anymore. I want to optimise, not just survive." They already own a Whoop, drink LMNT, and listen to Huberman.

Pain: Their cabinet is full of 12 different bottles. They want to consolidate. They want to trust the source.

06 · PSYCHOGRAPHICS

THE OPTIMISER TRIBE.

- **VALUES**, Performance, longevity, time as the scarce resource.
- **STATUS**, Health is the new luxury. Their flex is biological age.
- **TRUST TRIGGERS**, Founder credentials, clinical sourcing, athlete validation.
- **OBJECTIONS**, “Is this just hype?” “Will I actually feel it?”
- **BUYING TRIGGER**, Friend rec + hero ad with Beckham.

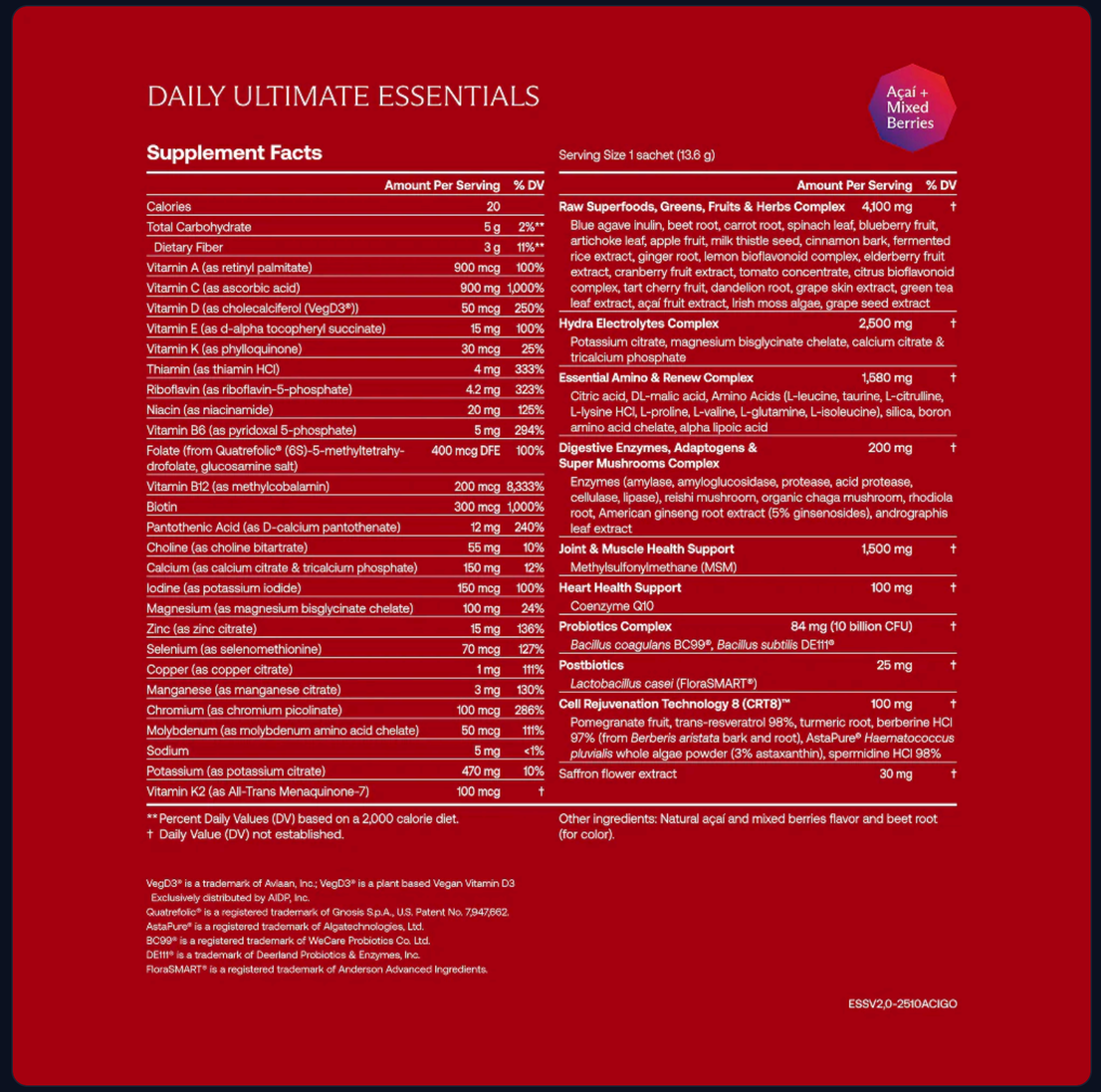
07 · BRAND ARCHETYPE

HERO MEETS SAGE.

IM8's archetype is a deliberate fusion: **Hero** (Beckham, strength, mastery, performance) layered over **Sage** (Dr. Cohn, wisdom, science, truth).

Strength guided by knowledge. That tension is the entire brand.

It's why a single ad can show Beckham sweating in the gym *and* a peer-reviewed ingredient list, and neither feels off-brand.



DAILY ULTIMATE ESSENTIALS

Açaí + Mixed Berries

Supplement Facts

Serving Size 1 sachet (13.6 g)

	Amount Per Serving	% DV
Calories	20	
Total Carbohydrate	5 g	2%**
Dietary Fiber	3 g	11%**
Vitamin A (as retinyl palmitate)	900 mcg	100%
Vitamin C (as ascorbic acid)	900 mg	1,000%
Vitamin D (as cholecalciferol (VegD3®))	50 mcg	250%
Vitamin E (as d-alpha tocopheryl succinate)	15 mg	100%
Vitamin K (as phylloquinone)	30 mcg	25%
Thiamin (as thiamin HCl)	4 mg	333%
Riboflavin (as riboflavin-5-phosphate)	4.2 mg	323%
Niacin (as niacinamide)	20 mg	125%
Vitamin B6 (as pyridoxal 5-phosphate)	5 mg	294%
Folate (from Quatrefolic® (6S)-5-methyltetrahydrofolate, glucosamine salt)	400 mcg DFE	100%
Vitamin B12 (as methylcobalamin)	200 mcg	8,333%
Biotin	300 mcg	1,000%
Pantothenic Acid (as D-calcium pantothenate)	12 mg	240%
Choline (as choline bitartrate)	55 mg	10%
Calcium (as calcium citrate & tricalcium phosphate)	150 mg	12%
Iodine (as potassium iodide)	150 mcg	100%
Magnesium (as magnesium bisglycinate chelate)	100 mg	24%
Zinc (as zinc citrate)	15 mg	136%
Selenium (as selenomethionine)	70 mcg	127%
Copper (as copper citrate)	1 mg	111%
Manganese (as manganese citrate)	3 mg	130%
Chromium (as chromium picolinate)	100 mcg	286%
Molybdenum (as molybdenum amino acid chelate)	50 mcg	111%
Sodium	5 mg	<1%
Potassium (as potassium citrate)	470 mg	10%
Vitamin K2 (as All-Trans Menaquinone-7)	100 mcg	†

	Amount Per Serving	% DV
Raw Superfoods, Greens, Fruits & Herbs Complex	4,100 mg	†
Blue agave inulin, beet root, carrot root, spinach leaf, blueberry fruit, artichoke leaf, apple fruit, milk thistle seed, cinnamon bark, fermented rice extract, ginger root, lemon bioflavonoid complex, elderberry fruit extract, cranberry fruit extract, tomato concentrate, citrus bioflavonoid complex, tart cherry fruit, dandelion root, grape skin extract, green tea leaf extract, açaí fruit extract, Irish moss algae, grape seed extract		
Hydra Electrolytes Complex	2,500 mg	†
Potassium citrate, magnesium bisglycinate chelate, calcium citrate & tricalcium phosphate		
Essential Amino & Renew Complex	1,580 mg	†
Citric acid, DL-malic acid, Amino Acids (L-leucine, taurine, L-citrulline, L-lysine HCl, L-proline, L-valine, L-glutamine, L-isoleucine), silica, boron amino acid chelate, alpha lipoic acid		
Digestive Enzymes, Adaptogens & Super Mushrooms Complex	200 mg	†
Enzymes (amylase, amyloglucosidase, protease, acid protease, cellulase, lipase), reishi mushroom, organic chaga mushroom, rhodiola root, American ginseng root extract (5% ginsenosides), andrographis leaf extract		
Joint & Muscle Health Support	1,500 mg	†
Methylsulfonylmethane (MSM)		
Heart Health Support	100 mg	†
Coenzyme Q10		
Probiotics Complex	84 mg (10 billion CFU)	†
Bacillus coagulans BC99®, *Bacillus subtilis* DE111®		
Postbiotics	25 mg	†
Lactobacillus casei (FloraSMART®)		
Cell Rejuvenation Technology 8 (CRT8)™	100 mg	†
Pomegranate fruit, trans-resveratrol 98%, turmeric root, berberine HCl 97% (from *Berberis aristata* bark and root), AstaPure® *Haematococcus pluvialis* whole algae powder (3% astaxanthin), spermidine HCl 98%		
Saffron flower extract	30 mg	†

** Percent Daily Values (DV) based on a 2,000 calorie diet.
† Daily Value (DV) not established.

Other ingredients: Natural açaí and mixed berries flavor and beet root (for color).

VegD3® is a trademark of Avlaan, Inc.; VegD3® is a plant based Vegan Vitamin D3 Exclusively distributed by AIDP, Inc.
Quatrefolic® is a registered trademark of Gnosis S.p.A., U.S. Patent No. 7,947,662.
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DE111® is a trademark of Deerland Probiotics & Enzymes, Inc.
FloraSMART® is a registered trademark of Anderson Advanced Ingredients.

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08 · TONE OF VOICE

QUIET CONFIDENCE.

- **SHORT SENTENCES.** No hype. No "revolutionary."
- **CLAIMS BACKED BY SCIENCE**, every statement points to a study.
- **FIRST-PERSON BECKHAM**, "I take this every day." Not corporate.
- **VISUAL SILENCE**, negative space, no shouty colours beyond brand red.
- **NEVER CHEAP**, language never discounts. Premium is the position.

Replaces 16 Supplements

Multivitamins, Minerals & Antioxidants	4–6 CAPSULES
Superfoods, Greens & Fruits	1 SERVING
Immunity	2 CAPSULES
Electrolytes	1–2 SERVINGS
Adaptogens & Super Mushrooms	2 CAPSULES
Prebiotics, Probiotics & Postbiotics	3 CAPSULES
CoQ10 (Heart Vitality)	1 CAPSULE
MSM (Joint & Muscle Vitality)	1 CAPSULE
Essential Amino Acids	1 SERVING

Your Daily Supplements	16 SUPPLEMENTS
IM8 Daily Ultimate Essentials	1 SERVING

09 · POSITIONING

ONE SCOOP.
ONE RITUAL.
ZERO COMPROMISE.

IM8's USP isn't "more ingredients than AG1." It's **"the daily essential built by an athlete who needed to perform."**

The product is the proof. The founder is the proof. The science is the proof. They don't need to attack AG1, they just stand somewhere AG1 can't.

10 · COMPETITIVE WEDGE

IM8 VS AG1.

AG1

Wellness positioning. Aspirational lifestyle. Founder = quiet operator. 75 ingredients. $99/mo. Decade of category education.

IM8

Performance positioning. Athlete-led. Founder = global icon. 92 ingredients. Premium price. Built on top of AG1's category work.

IM8 didn't reinvent the wheel. They let AG1 do the expensive education work, then arrived with a celebrity, a better story, and a cleaner pitch.

11 · ORGANIC CONTENT

FOUR PILLARS. ONE STORY.

- **FOUNDER POV**, Beckham + Dr. Cohn talking head, raw, unscripted.
- **SCIENCE EXPLAINERS**, 30s ingredient breakdowns, animated.
- **RITUAL CONTENT**, POV "morning with IM8" lifestyle reels.
- **SOCIAL PROOF**, UGC reposts, athlete shoutouts, podcast clips.

12 · CADENCE

VOLUME WITH INTENT.

IM8 ships **5 to 7 organic pieces a week per platform**. None of it feels desperate. The trick: every piece is engineered to also work as a paid asset.

Organic = the testing layer. What gets traction unpaid gets pushed into Meta the next day.

Zero wasted production. Every shoot day produces 30+ assets.

WHERE THEY SHOW UP.

IG

Hero channel. Reels + Beckham posts. 1.4M+ followers in <12 months.

TIKTOK

Science explainers + creator UGC. Lower production, higher volume.

YOUTUBE

Long-form Cohn interviews. Authority & SEO play.

META ADS

Bulk of paid spend. Thousands of variations, daily refresh.

PODCASTS

Founder-led tour. Huberman-adjacent shows. Trust transfer.

PR

Beckham press = free top-of-funnel. Every interview = an ad.

14 · CREATOR STRATEGY

ONE MEGA. HUNDREDS OF MICROS.

Tier 1: Beckham himself, the megaphone. Press, hero ads, podcast tour.

Tier 2: 20 to 30 athletes & doctors, credibility transfer (cardiologists, longevity researchers, pro athletes).

Tier 3: 100s of micro-creators gifted product, paid for usage rights, fed into Meta as UGC ads.

Daily Ultimate Essentials

- Energy
- Gut Health
- Immunity
- Hair, Skin and Nails
- Cardiovascular
- Cognitive
- Hydration
- Renew

15 · THE BECKHAM EFFECT

FOUNDER ≠ SPOKESPERSON.

This is the masterstroke. Beckham isn't a paid endorser, he's a co-founder with equity. That changes everything.

Every podcast, every press hit, every social post is technically founder content. **It costs nothing and converts like creator content.**

Estimated earned media value in launch quarter alone: **$30M+**.

16 · PAID ADS STRATEGY

VOLUME IS THE STRATEGY.

In the first 60 days post-launch, IM8 ran an estimated **2,000+ unique creatives** through Meta. Not because they're spraying, because they're testing at industrial speed. Every winner gets scaled, every loser gets killed within 48 hours. **Creative volume is their unfair advantage.**

3 CAMPAIGNS. 1 GOAL.

PROSPECTING

Broad targeting. Advantage+. 70% of spend. Founder + UGC creative.

RETARGETING

7/14/30 day windows. Testimonial + objection-handling angles.

TESTING

Always-on. Low budget per ad. Winners promoted to prospecting daily.

18 · TOP CREATIVE FORMATS

FIVE FORMATS. ON ROTATION.

- → **FOUNDER VSL**, Beckham talking head, problem→solution arc.
- → **UGC TESTIMONIAL**, Real customer, raw, vertical.
- → **SCIENCE EXPLAINER**, Animated ingredient breakdown.
- → **SIDE-BY-SIDE**, IM8 vs the cabinet of 12 bottles.
- → **MORNING ROUTINE**, POV ritual content.

Clinically Proven Third-Party Tested*

More Energy
95%

Of participants felt a noticeable boost in daily energy.

A Healthier Gut
85%

Of participants experienced better digestion and less bloating.

Better Sleep
80%

Of participants reported getting better sleep.

Perform Sharper
75%

Of participants noticed sharper focus and improved mental clarity.

19 · WINNING ANGLES

THE ANGLES THAT CONVERT.

- **"REPLACE 12 BOTTLES WITH 1 SCOOP"**, consolidation.
- **"WHAT BECKHAM TAKES EVERY MORNING"**, curiosity + celebrity.
- **"BUILT BY A HEART SURGEON"**, authority transfer.
- **"I'M NOT 25 ANYMORE"**, age & longevity pain.
- **"WHY I LEFT AG1"**, switcher hook (used carefully).

20 · HOOK FORMULAS

FIRST 3 SECONDS WIN OR LOSE.

FORMULA 1, “I’m [identity]. I take this every day. Here’s why.”
FORMULA 2, “If you’re over 35 and still doing X, stop.”
FORMULA 3, “I tried [competitor] for 6 months. Here’s what happened.”
FORMULA 4, Pattern interrupt: hand reaches in, pours scoop, no words for 2s.
FORMULA 5, Stat slap: “92 ingredients. 1 scoop. $0 effort.”

21 · WEBSITE

EVERY SCROLL EARNS THE NEXT.

IM8's homepage is a long-form storytelling page disguised as a PDP. **14 sections**. Each one handles a single objection.

Above the fold: Beckham hero, single headline, single CTA. Below: science, ingredients, founder story, testimonials, FAQs, guarantee, subscription nudge.

22 · HOMEPAGE STRUCTURE

14 SECTIONS. 14 OBJECTIONS KILLED.

- → **01.** Hero, Beckham + single CTA
- → **02.** "As featured in" press logos
- → **03.** Problem (12 bottles) → solution (1 scoop)
- → **04.** Founder credibility strip
- → **05.** Ingredient deep-dive (interactive)
- → **06.** Reviews / star ratings
- → **07.** Subscription pricing reveal
- → **08.** Money-back guarantee + FAQ

23 · PDP CONVERSION

SUBSCRIPTION BY DEFAULT.

The product page **pre-selects subscribe & save**. One-time purchase is technically possible but visually demoted.

Pricing anchor: full retail crossed out, sub price highlighted. Above the buy button: 60-day money-back guarantee.

Result: est. 70%+ of orders convert to subscription on first purchase.

24 · EMAIL

EMAIL DOES THE QUIET SELLING.

Email isn't the hero, Meta is. But email is where IM8 captures the 95% of traffic that doesn't buy on first visit and drips them into purchase.

Welcome flow, browse abandonment, cart abandonment, post-purchase, replenishment, winback. **Six core flows. All evergreen.**

25 · WELCOME FLOW

5 EMAILS.
1 GOAL: TRUST.

EMAIL 1, Welcome from Beckham (founder letter, no offer).
EMAIL 2, The problem with your supplement cabinet.
EMAIL 3, Meet Dr. Cohn, the science (authority).
EMAIL 4, Real customer story (social proof).
EMAIL 5, First-order discount + money-back guarantee. **Convert.**

26 · POST-PURCHASE FLOWS

KEEP THEM FEELING IT.

- **D+1**, How to take it (ritual setup, expectations).
- **D+7**, Are you taking it daily? (habit reinforcement).
- **D+21**, What to expect by day 30 (delayed gratification).
- **D+45**, Replenishment + sub upgrade nudge.
- **D+60**, Refer a friend reward.

27 · THE FULL FUNNEL

DISCOVER → TRUST → BUY → STAY.

STAGE 1, DISCOVER: Meta ad / Beckham press / podcast clip.

STAGE 2, CONSIDER: Land on hero page → soak in story → exit → retargeting.

STAGE 3, TRUST: Founder VSL + reviews + science page + email welcome.

STAGE 4, CONVERT: Subscribe-default PDP + 60-day guarantee.

STAGE 5, RETAIN: Onboarding + 30-day expectation + replenishment.

STAGE 6, REFER: Friend reward + UGC capture for ad reuse.

28 · TOP OF FUNNEL

EARNED + PAID, STACKED.

Most brands choose: spend on ads OR chase PR. IM8 stacks both. Beckham press creates the awareness halo, then paid ads convert the demand the press generates.

Each PR cycle is a Meta budget multiplier. CPMs drop, click-through rises, the ads feel like context not interruption.

IM8 Daily Ultimate Essentials	Other Brands
Superfoods, Greens, Fruits, Herbs	Superfoods, Greens, Fruits, Herbs
Clinical Dosed B Vitamins	Clinical Dosed B Vitamins
50mcg Clinical Dosed Vitamin D3	No Vitamin D3
100mcg Clinical Dosed Vitamin K2 (K2VITAL® DELTA)	90mcg Vitamin K
100mg Clinical Dosed CoQ10	No CoQ10
1500mg Clinical Dosed MSM	No MSM
3g Prebiotic fiber (50% more)	2g Prebiotic fiber
900mg Clinical Dosed Vitamin C (200% more)	420mg Vitamin C
4.2mg Clinical Dosed Riboflavin (200% more)	2mg Riboflavin
100mg Magnesium (400% more)	26mg Magnesium

29 · MID FUNNEL

OBJECTIONS HANDLED ONE AT A TIME.

- → **“Is this just hype?”** → Dr. Cohn science VSL.
- → **“Will I feel it?”** → 30-day customer testimonial.
- → **“$100 is a lot.”** → Cost-per-day breakdown vs cabinet.
- → **“What if I don’t like it?”** → 60-day refund ad.
- → **“Beckham endorsement?”** → Founder equity post.

30 · BOTTOM FUNNEL

REMOVE FRICTION. ADD STAKES.

Bottom of funnel is engineered to feel low-risk. Subscribe-default. 60-day refund. Free shipping past threshold. Apple Pay + Shop Pay above the fold.

The high-stakes move: a countdown on the welcome discount. Trust builders + scarcity together.

31 · RETENTION

THE RITUAL IS THE LOCK-IN.

IM8 doesn't retain customers with discounts. They retain by becoming a **daily morning ritual**.

Once it sits next to your coffee machine for 30 days, cancelling feels like breaking a habit. The packaging is designed to live on a counter.

32 · SUBSCRIPTION ECONOMICS

LTV IS THE WHOLE GAME.

When **70%+ of orders** convert to subscription, you can afford to spend a fortune on first-purchase CAC. AG1 proved this. IM8 runs the same playbook faster, because Beckham collapses the trust window from months to seconds.

Estimated LTV: **$600+ over 12 months**. That's the number that justifies the creative volume.

3 LEVERS. EVERYTHING ELSE IS NOISE.

01

FOUNDER LEVERAGE, Beckham as equity-holding spokesperson. Earned media at zero cost.

02

CREATIVE VELOCITY, 1,000s of ads in 60 days. Testing engine never sleeps.

03

SUB BY DEFAULT, LTV that justifies aggressive front-end spend.

34 · THE INSIGHT

WHAT MOST BRANDS GET WRONG.

Most DTC brands think the product is the moat. **It isn't.** Most brands think a good ad will save them. **It won't.**

IM8's real lesson: **build a story so strong that every channel reinforces it.** Beckham, Cohn, ingredients, packaging, ads, emails, the homepage, they all tell exactly the same story. Most brands tell five different stories on five different channels and wonder why nothing scales.

Daily Ultimate Essentials

- Energy
- Gut Health
- Immunity
- Hair, Skin and Nails
- Cardiovascular
- Cognitive
- Hydration
- Renew

35 · YOUR TAKEAWAYS

STEAL THIS. USE IT MONDAY.

- **FIND YOUR BECKHAM**, A real founder voice, not a hired face.
- **SHIP CREATIVE VOLUME**, 100 ads/month minimum. Test ruthlessly.
- **ONE STORY, EVERY CHANNEL**, Repetition is positioning.
- **SUBSCRIBE BY DEFAULT**, Engineer LTV from day one.
- **RITUAL > PRODUCT**, Sell the morning, not the powder.

YOUR BRAND.
YOUR STRATEGY.
GRWTH MODE
BUILDS IT
FOR YOU.

£395

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