



Cannabis Marketing

Thank you for this opportunity to share knowledge on how to Market Like A Badass!



AGENDA

Table of Contents

- Introduction
- Why cannabis marketing is different
- Target marketing
- Different marketing channel approaches
- Marketing best practices and tips
- Email marketing





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Creator of Market Like A
Badass Podcast



Event Management

- Trade Shows
- Networking events
- Hospitality booths
- Races
- Competitions
- and more!



WordPress Websites

- Top-of-the-line websites tailored to your organization's' needs
- Landing Pages



Email Marketing

- Templates
- Campaign Management
- Automations
- Cold campaigns
- Deliverability
- Migrations
- List Growth Strategy
- And much more!

How Is Cannabis Marketing Different?



- **Regulations federally as well as state to state**
- **Compliance**
- **Varying degrees of audience perception of cannabis**
- **Marketing and messaging has to be more tailored to local markets**
- **You have to be agile!**



Navigating Marketing In a Highly Regulated Industry



To be successful, you need to be clear about which channels you can leverage, how you can leverage those channels, and put together a plan where you can show up and be consistent every day.



Target Marketing



Find more of your perfect customers

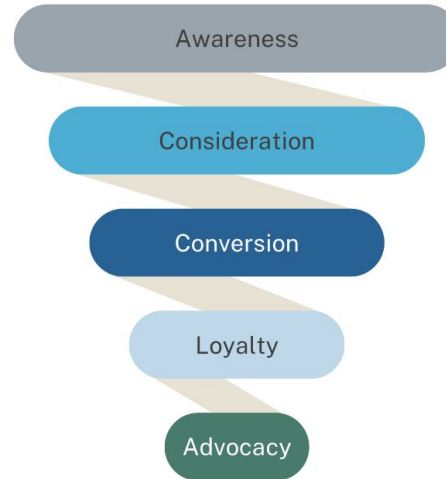
You have to nail these things in this order:

Product/Service > Brand > Website > Marketing

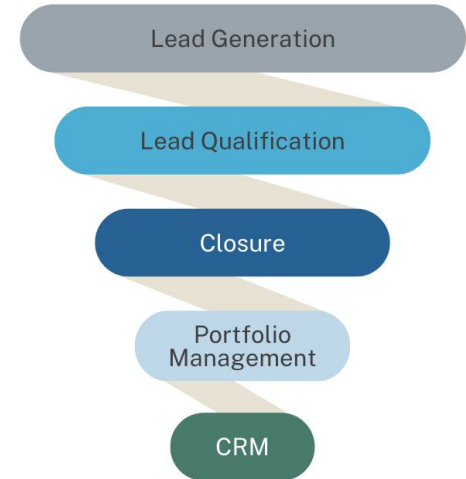
Once that's dialed in, you can focus on your customer journey and target marketing through:

- Account based marketing
- Funnel marketing

Marketing Funnel



Sales Funnel



Customer Journey Mapping



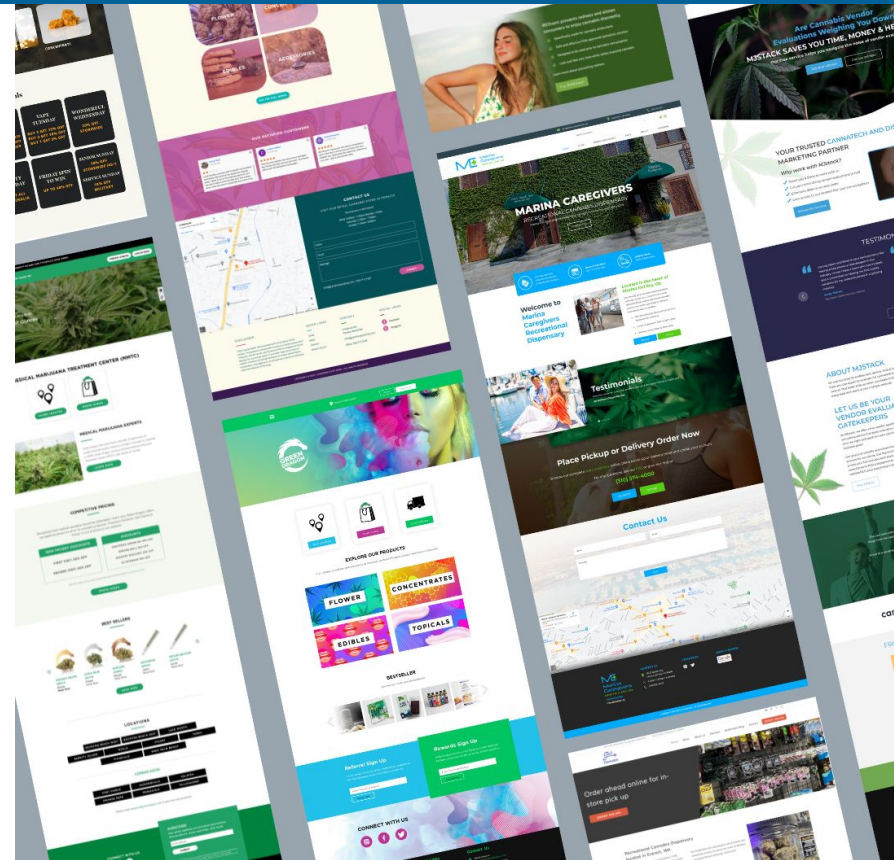


Cannabis Marketing Channels & Best Practices

Website Resources



- Choosing the right platform
- Why Your Dispensary Should Move from Wix to WordPress



Website Case Study

Problem

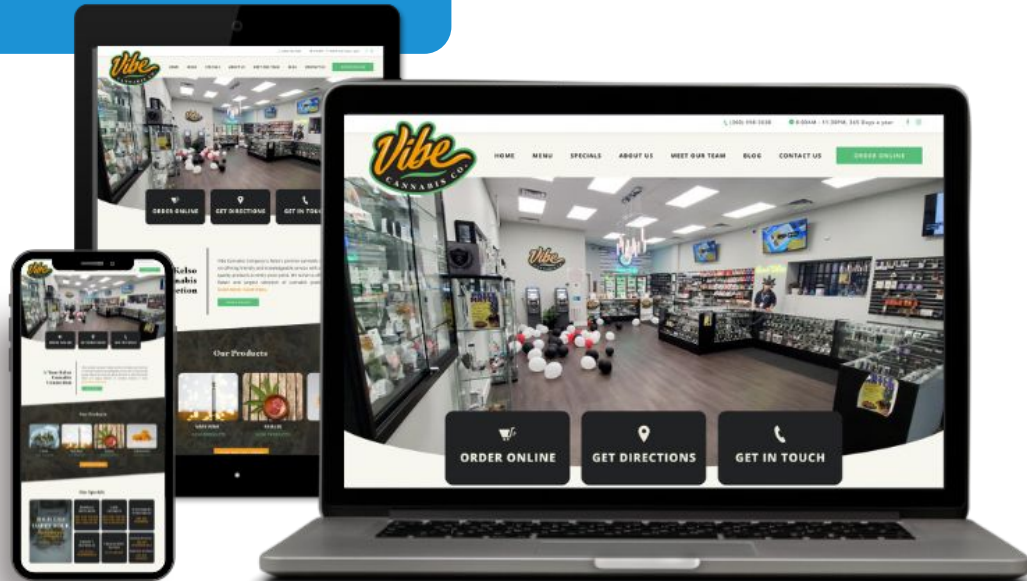
- Vibe's old website was built on Wix, so they had limited SEO capabilities and their website design was outdated. Their use of all image menus meant their keywords weren't getting picked up on search engines.

Solution

- Redesigned website with enhanced, mobile-friendly experience and improved on-site SEO meant more visitors driving along the highway past their dispensary could find their store and website and find directions to the store and allowed them to rank on the first page of Google for competitive keywords.

Resulting in:

- +4,280 clicks
- +112,000 impressions
- 3.8% CTR



Social Media Marketing



Bottom line: it's not a safe place to do business. We all know social media is extremely important, but cannabis brands have to completely re-think how they frame social media in their marketing structure.

Source: <https://adcann.ca/blog/cannabis-instagram-account-disabled>

Instagram



Your Post Goes Against Our Community Guidelines

We removed your post because it goes against our **Community Guidelines**. If you learn and follow our guidelines, you can prevent your account from being deleted.



Post removed
Posted



Social Media Marketing



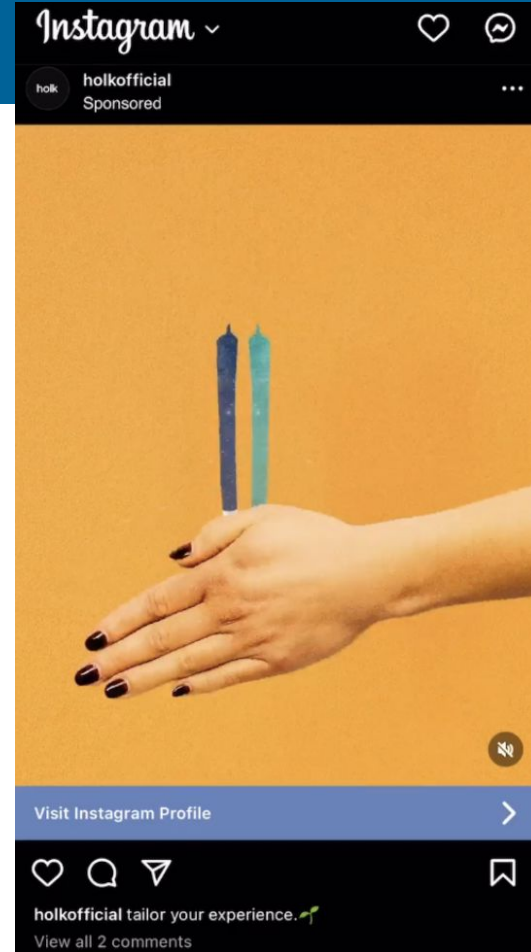
Should You Leverage Social Media? Hell Yes! Here's how:

1. Leverage the right channels where your perfect customer hangs out
2. Tread lightly with organic posts
3. Don't talk about sales, deals, promos, save, money or anything related to selling your products
4. Connected accounts impact your business account
5. Certain hashtags like #thc can be an issue
6. Think outside the box for social media. Even platforms like Pinterest are completely overlooked for top of funnel social media marketing and search engine optimization. YouTube is great for SEO too.

Paid Ads and Programmatic Marketing



Check out this example of ads done right!



SEO (Search Engine Optimization)



High-level benefits include:

- You can't get shut down like social media
- Efforts compound over time while price remains mostly the same
- Enhances other channels like email so you can have customer acquisition and retention working together
- Makes it easier to tap into other markets if you plan on expanding
- Preps you for legalization (potentially shipping D2C)
 - Getting national traffic and grabbing search market share.
 - Makes it easy to flip to D2C since you already have the national traffic.
 - Also, when you rank well for a product nationally you dominate locally.

Event Marketing



Why Events Are Important To Us

- Event Marketing Is The Most Valued Marketing Channel
 - Bizzabo Report: Over 1,000 marketers agree, live events are the single-most effective marketing channel for meeting key business objectives.
 - i. more effective than content marketing and email marketing combined
 - Most Organizations Invest Nearly A Quarter Of Their Marketing Budgets Into Live Events

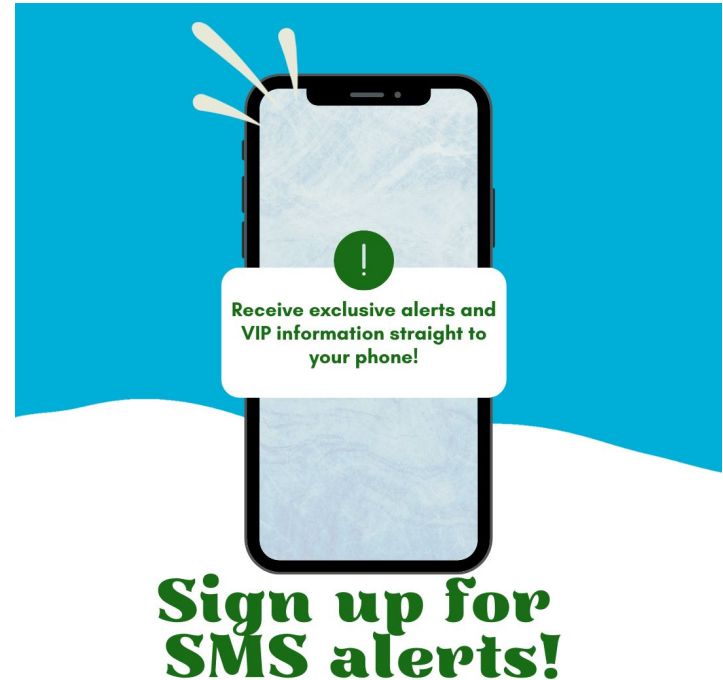


SMS Marketing

Don't use language directly related to marijuana in those promotional text messages.

Examples of what can be considered illegal within your SMS marketing includes:

- Use transactional language, e.g. “buy now”
- Promote sales or offers, e.g. “20% off”
- Imply health benefits, e.g. “lose weight”
- Promotes recreational use
- Marketing cannabis in states where it is not legal



Email Marketing is the unsung hero of cannabis



Generate 20%-40% of your monthly revenue from email

Numerous emails can be automated based on subscriber's actions.

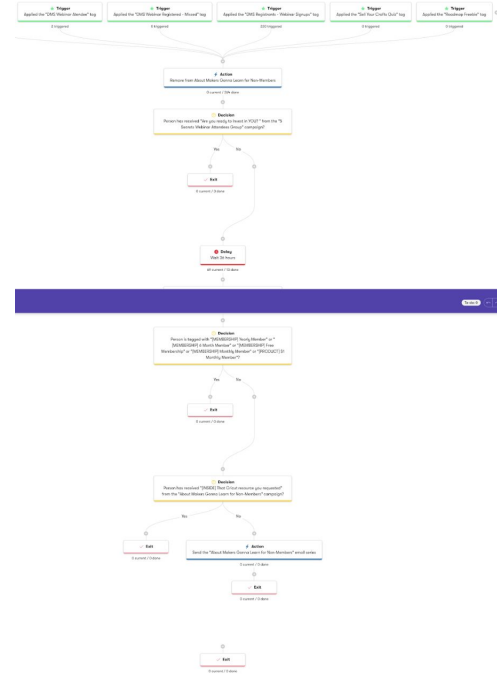
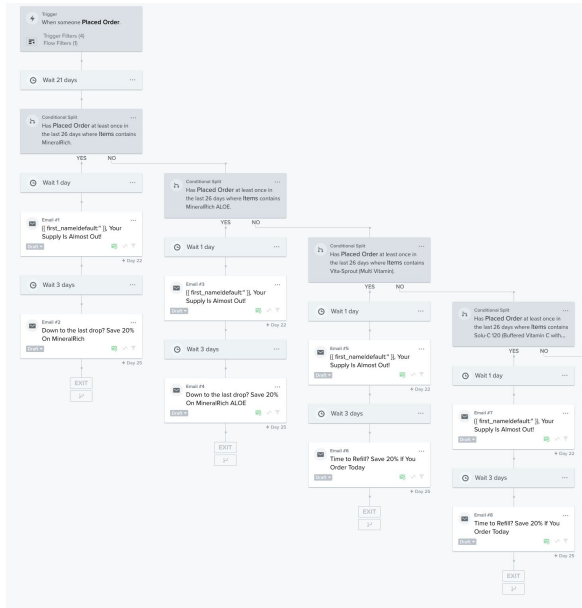
Streamline the customer journey through evergreen content such as:

- Re-engagement emails when subscribers stop opening your emails
- Abandoned cart emails when someone does not complete the path to purchase on your online store
- Abandoned cart emails alone can recoup 30% of sales.
- Combined with a badass welcome series, these emails move the highest number of subscribers into the path to purchase.

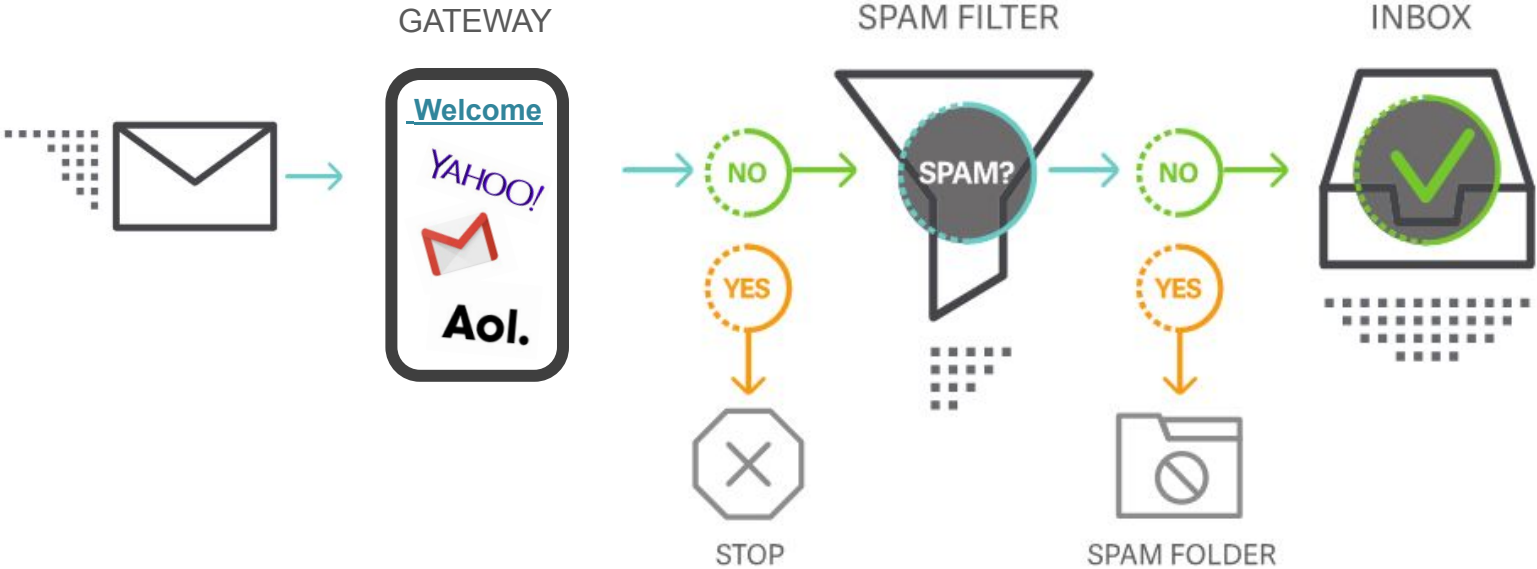


Email Automations

- Welcome Emails
- Win back series
- Post Purchase
- Abandoned Cart
- Replenishment Flows

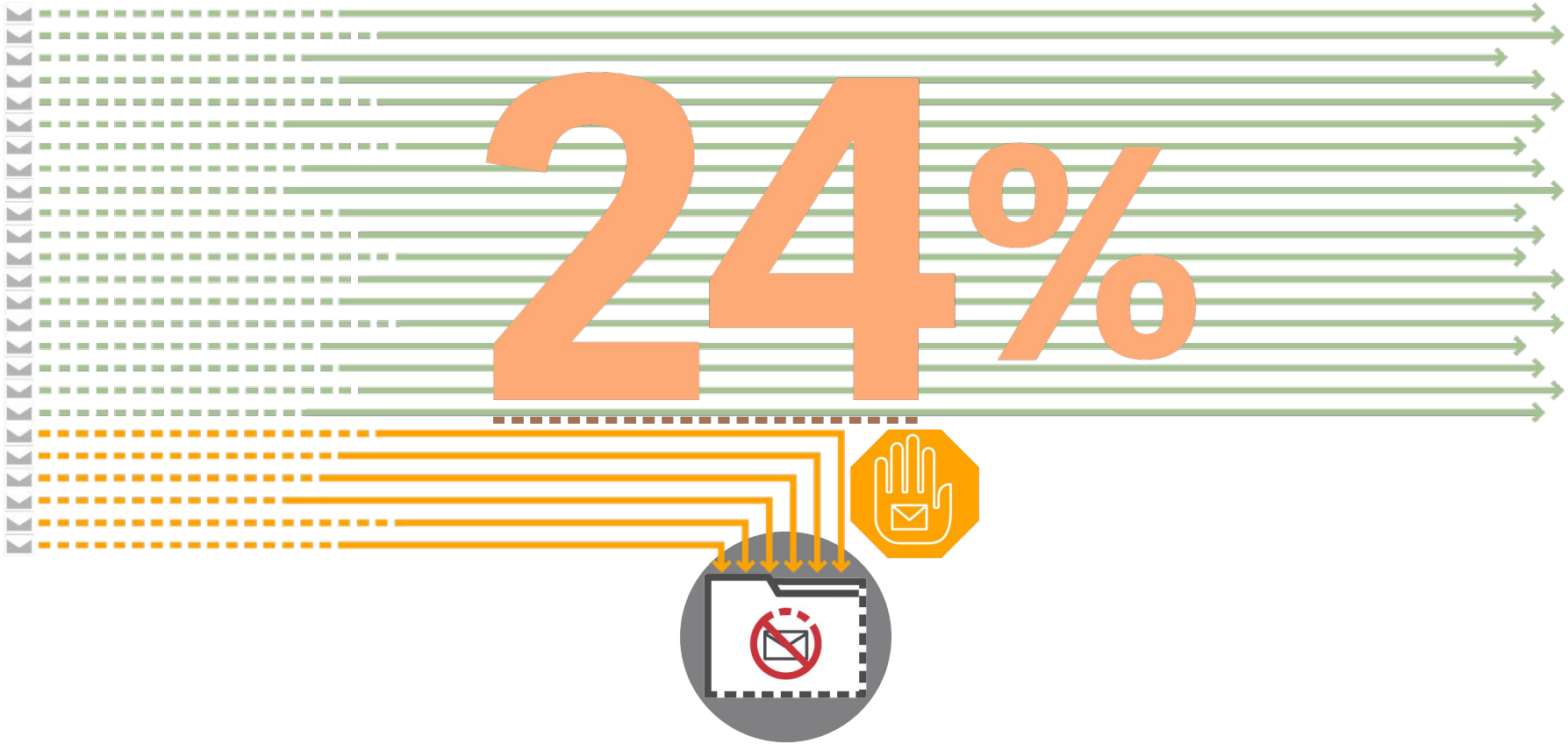


The Perilous Path to the Inbox



Source: Return Path

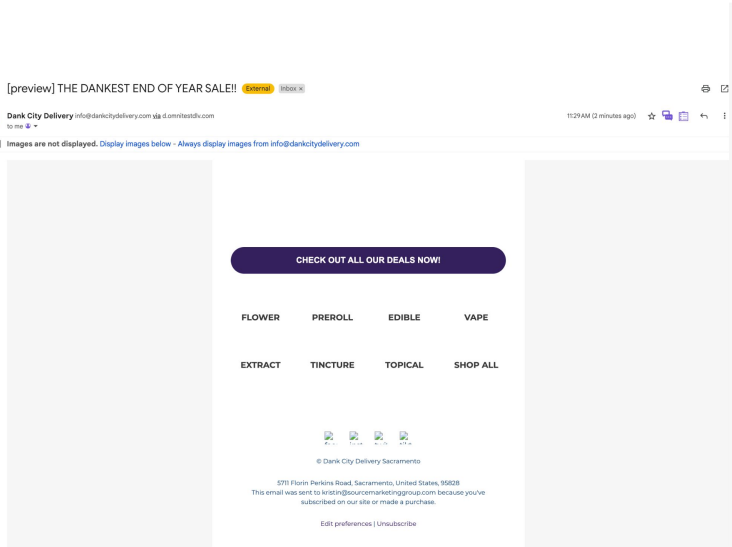
24%



Source: Return Path

Don't Make This Email Mistake

With Images Off



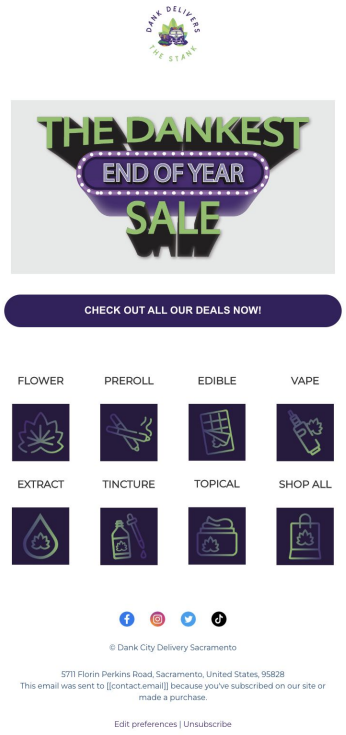
CHECK OUT ALL OUR DEALS NOW!

- | | | | |
|---------|----------|---------|----------|
| FLOWER | PREROLL | EDIBLE | VAPE |
| EXTRACT | TINCTURE | TOPICAL | SHOP ALL |



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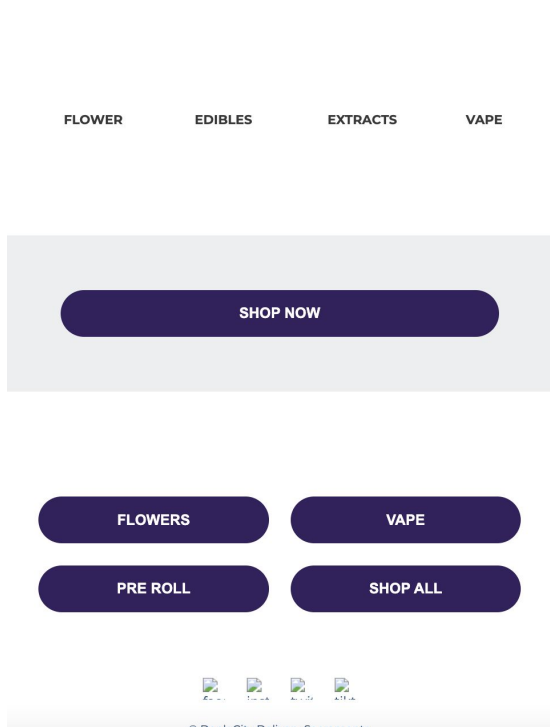
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| FLOWER | PREROLL | EDIBLE | VAPE |
| EXTRACT | TINCTURE | TOPICAL | SHOP ALL |



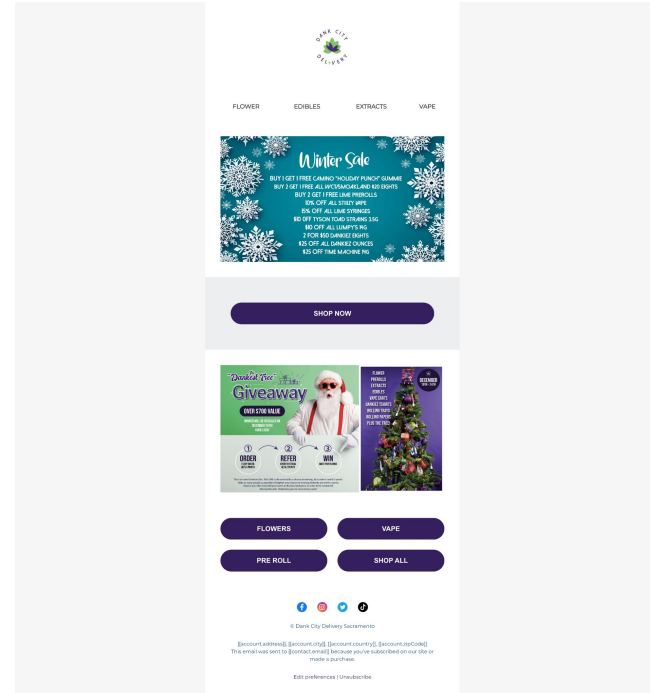
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This email was sent to [[contact email]] because you've subscribed on our site or made a purchase.
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Don't Make This Email Mistake

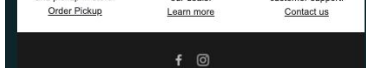
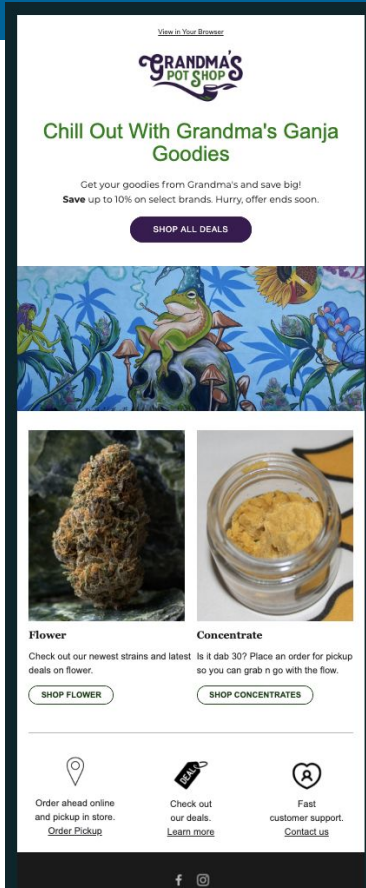
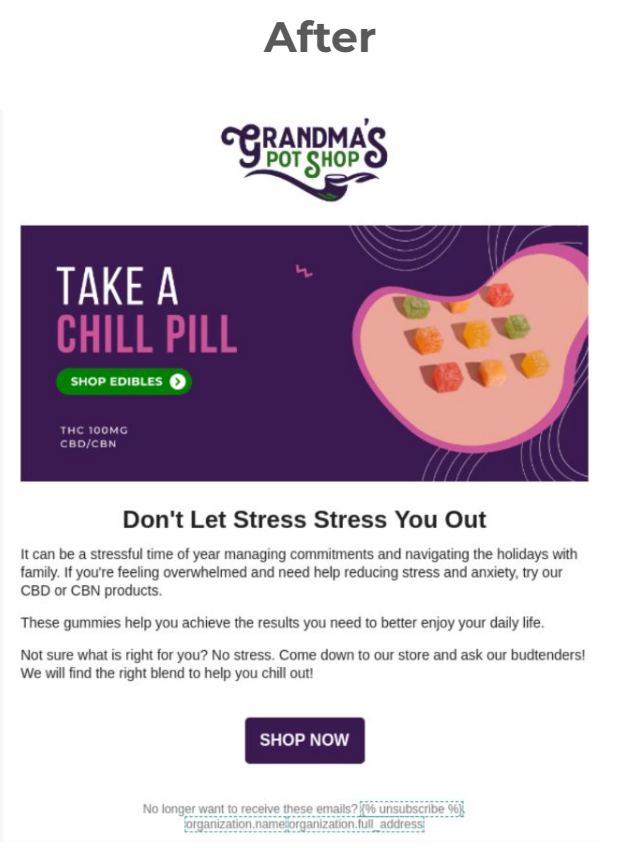
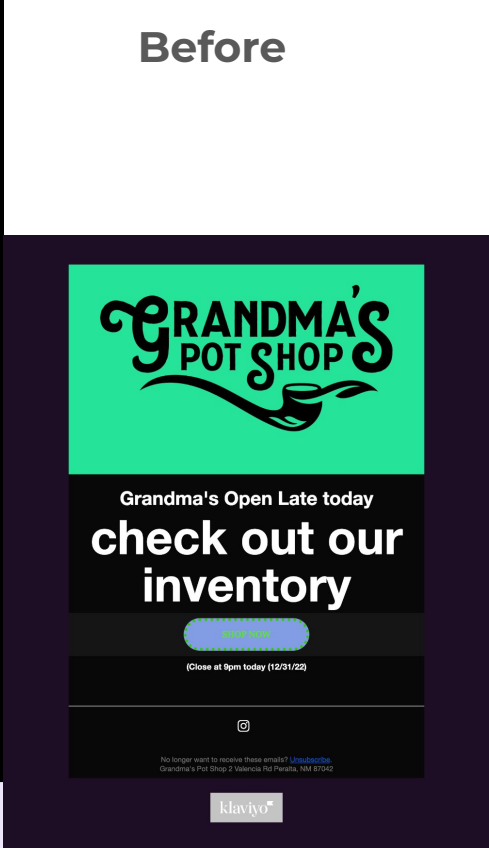
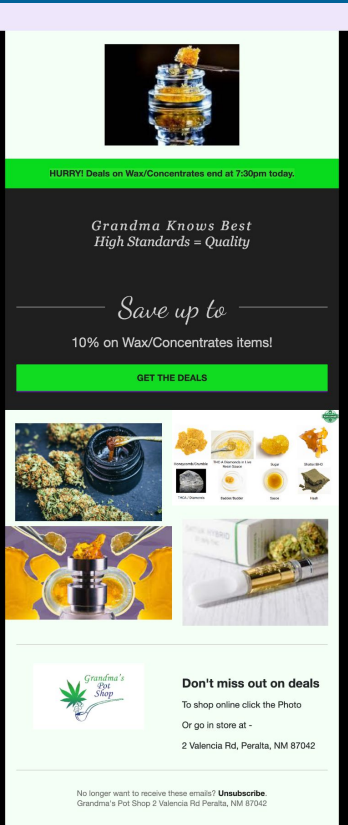
With Images Off



With Images On



How We Helped Grandma's Pot Shop



FREEBIE - 50 Email Marketing Tips



<https://sourcemarketinggroup.com/50-email-tips/>

SPECIAL OFFER



LIMITED TIME ONLY!

Email Marketing Blueprint

Just \$150

Includes:

- Email Audit
- One Hour Consulting Session
- One Page Brief with Recommendations

Take action by March 31st by emailing kristin@sourcemarketinggroup.com with subject line "HomeGrown Email"



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