

THE ULTIMATE GUIDE TO

DIGITAL MARKETING IN THE CANNABIS SPACE



MOST
A CANNABIS CONSULTING GROUP

ABOUT MOST CONSULTING GROUP

MOST is a cannabis-focused marketing agency, and business consulting firm founded in the early days of legal cannabis and has matured with the industry.

Today, MOST Consulting Group provides a host of B2B services for startup companies and established cannabis businesses alike. Marrying a strategic business sense with creativity to offer cannabis clients a full suite of services, MOST's primary focuses are marketing, advertising, design, and consulting.

The team at MOST constantly monitors and navigates the ever-changing cannabis landscapes. In doing so, their clients stay ahead of the competition with business trends and market opportunities.

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Chapter 1

INTRODUCTION



Cannabis presents one of the most exciting yet challenging industries in the modern business landscape. Every few months, various state cannabis markets open up under new legalization measures. This pattern of legalization and expansion creates a diverse patchwork of opportunities within individual state markets.



Cannabis companies must account for the volatility of the industry in all of their processes. Digital marketing in the cannabis space presents entirely unique problems not seen in other industries. This is largely due to the fact that cannabis remains federally illegal in the United States. Therefore, popular digital marketing channels such as Google, YouTube, and Facebook place a variety of restrictions on cannabis businesses.



Challenges aside, cannabis companies stand at the forefront of an incredible new industry that is taking the globe by storm. As old taboos are overturned and the mainstream continues to embrace cannabis, the possibilities are literally endless. Looking to the future, we will continue to revise best practices in the cannabis business with new opportunities and knowledge.

What is the End Goal for Digital Marketing in Cannabis?



Both inside and outside of cannabis, the importance of digital marketing has exploded over the past years. Even the smallest businesses understand that they simply cannot survive without a strong online presence. Regardless of industry, all businesses have similar objectives with digital marketing. These goals include attracting customers, increasing sales, and ensuring higher profits.

To achieve their goals, cannabis businesses employ a variety of tactics to increase their web presence. By utilizing channels such as email marketing and digital ads, cannabis companies find new customers while engaging existing clients.

To ensure you are meeting your digital marketing goals, be sure to employ all the appropriate methods for tracking your Return on Investment (ROI). By implementing such tools as Google Analytics, you can see exactly where your website visitors come from. With this critical information in hand, you can make data-driven decisions to increase brand engagement and lead conversions.



What Tactics do Companies Use to Reach Marketing Goals?



The world of digital marketing is vast. Many digital marketing professionals focus on a single specialty, such as Search Engine Optimization (SEO). As a result, cannabis marketing departments and agencies are populated with diverse professionals who bring unique skill-sets to the table.

When creating digital marketing plans, businesses must choose which channels are best suited for their overall goals, vision, and budget.

Common digital marketing tactics for cannabis companies include:

- Email Marketing
- Social Media Marketing
- Content Marketing
- Search Engine Optimization (SEO)
- Digital Advertising
- Data Analytics
- Pay Per Click (PPC)
- Video

There are a variety of options for getting your brand in front of customers on the web. Your digital marketing tactics should be consistently revised according to data metrics collected from your campaigns.

What are the Limitations that Cannabis Companies Face?



Marketers in the cannabis space must deal with unique limitations that are relatively unknown in other industries. These constraints are tied to the fact that cannabis is federally illegal in the United States and is heavily regulated within individual state markets.

Cannabis & THC

While a substantial number of U.S. states have legalized either medical or adult-use cannabis, we are still waiting on the federal legalization of THC. As a result, cannabis startups are faced with the challenge of building new businesses in a semi-legal marketplace. The stability of the current industry is heavily dependent upon the changing interests of political powers.

Cannabis businesses today must remain vigilant in keeping up-to-date with regulatory changes in their given markets. This notion is also true for marketers, as compliance standards for cannabis marketing can change rapidly.

Hemp & CBD

The hemp-derived CBD market has its own challenges to overcome for marketing professionals. While hemp was federally legalized with the passage of the 2018 Farm Bill, the legal status of CBD is much more convoluted. To date, the Food and Drug Administration (FDA) has not formally recognized CBD as a legitimate medicine, leaving many unknowns in the industry.

The [Federal Trade Commission \(FTC\)](#) regularly reprimands CBD companies who market their products with key terms such as “medicine” and “supplement.” CBD companies pay hefty fines for these infractions and change their product messaging.

Different Regulations from State-to-State

Because cannabis companies operate in state markets, they are entirely at the mercy of the regulatory agencies within these states. A marketing tactic that is acceptable in one state is not necessarily legitimate in another. To illustrate, California cannabis companies can [advertise on billboards](#), while Colorado businesses cannot.

Cannabis markets in different states are also structured uniquely across the board. For example, [Washington state](#) strictly prohibits vertically integrated cannabis businesses, while New Jersey only has vertical integration. Needless to say, the process of developing a digital marketing strategy in each of these states looks quite different.

Non-Cannabis Friendly Digital Marketing Avenues

Marketers must also account for the fact that many mainstream digital marketing channels are closed to cannabis businesses. Again, as cannabis remains federally illegal in the United States, certain large media and tech companies are yet to embrace the new industry.

Digital marketing channels closed to cannabis include:

- Google Ads
- YouTube Ads
- Facebook Ads
- Instagram Ads
- Twitter Ads

Please note, cannabis businesses are not banned from creating company pages on Facebook, Instagram, and Twitter. Rather, they are not allowed to use the paid ad services on these sites.

How to Develop a Marketing Strategy for Your Brand



To create a successful marketing strategy for your cannabis brand, you must employ a multi-tiered approach where you weigh market opportunity, compliance protocol, brand vision, and budgeting within your comprehensive plan.

Research Your State Laws

Understanding compliance restrictions in your state is a great place to start with developing a marketing strategy for your brand. Not only do medical and adult-use industries have unique rules for marketing, but each state also has its own requirements. For example, [Illinois](#) does not allow cannabis companies to market themselves on public vehicles or public property.

Create Brand Strategy

In developing brand strategy, you flesh out the core of your vision, as well as what differentiates you from competitors. With this critical step, creative marketers join forces with business strategists to create a winning brand that is profitable, memorable, and sustainable. After the brand strategy has been developed, you should recreate your brand's core message in every important marketing channel.

Identify Appropriate Channels

With your brand identity in place, you then identify appropriate digital marketing channels in accordance with your budget and business goals. The process of deciding which channels are right for your business will also be dictated by restrictions on cannabis marketing. To illustrate, you cannot market cannabis businesses with paid advertising on Instagram. However, you can use a social media influencer to get exposure on the platform.

Develop Strategies for Each Channel

The next step is creating campaign strategies for each marketing channel. For example, if your business is an adult-use cannabis dispensary in Detroit, MI, you will likely develop a local SEO campaign focused on this market segment. You will find success in the SEO channel by utilizing long-tail keywords indicative of your target market, including such phrases as "adult-use cannabis dispensary in Detroit" or "recreational marijuana in Detroit, Michigan."

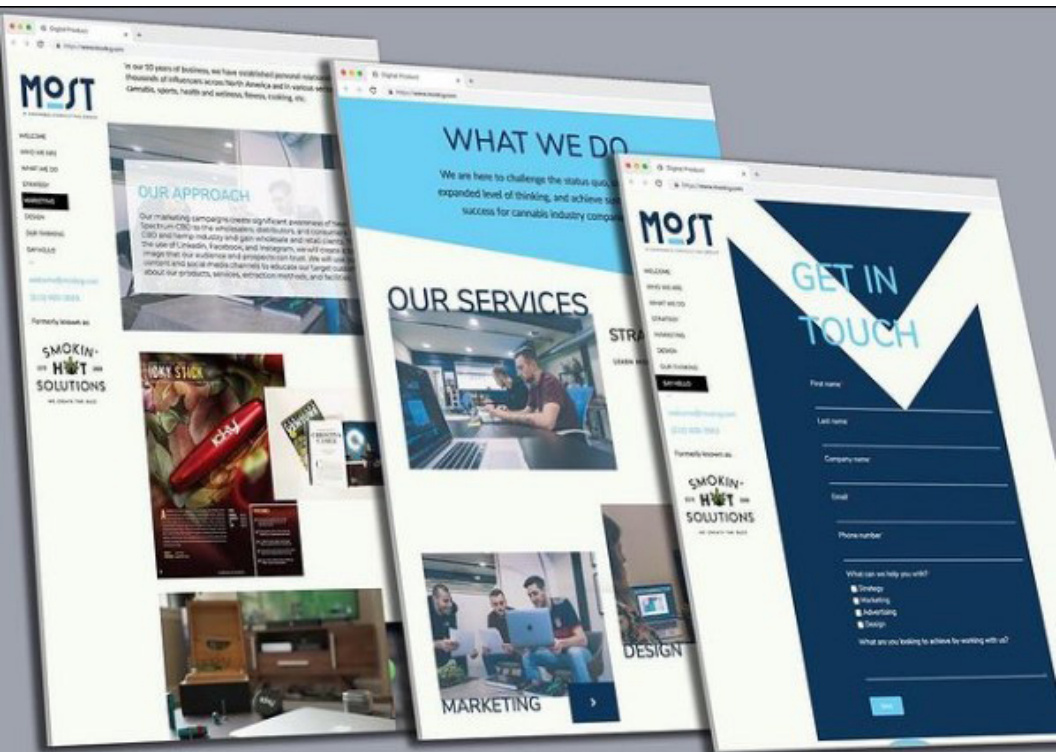
Monitor Campaign Progress

Once your digital marketing campaigns are up and running, you observe their overall performance. There are several ways to monitor digital marketing campaigns, with Google Analytics being the most comprehensive. With tools like Google Analytics, you can track exactly where your website visitors come from.

The Most Important Elements of Your Brand



Building a winning cannabis brand is no easy task. The process of establishing your brand will be a comprehensive effort between project managers, creative teams, business strategists, and digital marketers.



Brand Strategy

Brand strategy should be thought of as a conceptual blueprint of your brand that will be recreated in all marketing channels. By following the criteria developed with brand strategy, you will create a consistent message in all subsequent marketing efforts.

Primary elements of the brand strategy include:

- Brand Story
- Mission Statement
- Brand Positioning
- Computer Analysis
- Tagline
- Tone of Voice
- Buyer Personas



Brand Aesthetics

Brand aesthetics encompass the visual appearance of your brand. Importantly, your company's chosen colors, logo, font, and tone work together to promote a specific mood for your brand. In the end, these factors should align to create a memorable experience with your brand. The creation of a lasting aesthetic is also part of building consistency with a brand.

Website

Your website is one of the most impactful elements of your brand. Your cannabis company's website is a place where brand strategy and aesthetics come together in a single platform. Even more, all your digital marketing efforts moving forward will redirect prospects, leads, and customers to your website. Your website is your face to the world.

Regarding SEO, it is critical your website is up-to-speed with the latest demands from Google. This includes site indexing, mobile capabilities, and fast speeds. Finally, always keep the user experience (UX) at the front of your mind when developing a website.

Social Media Pages

You will also recreate brand strategy and aesthetics within all relevant social media channels. After they're established, social media pages should be carefully managed with content calendars focused on timely, creative, and interactive posts. Beyond that, you should strive for consistent engagement with followers to increase interest in your brand.



Chapter 2

MARKETING CHANNELS TO CONSIDER



Once you have created your brand and developed a strategy, it is time to consider different marketing channels. Most businesses decide between channels based on budgetary constraints, quarterly goals, growth initiatives, and target audience. When considering their options, cannabis companies must also account for restrictions on digital marketing channels.

After choosing appropriate channels for your brand, you create specific campaigns to engage customers. As these campaigns play out, you should track their performance using tools such as Google Analytics. In doing so, you can get a real-time understanding of your ROI. These metrics will be measured by Key Performance Indicators (KPI) such as lead conversions.



Email Marketing



While not as effective as it once was, you cannot overemphasize the importance of email marketing for customer engagement. Companies integrate email marketing platforms like Mailchimp with their Customer Relationship Management (CRM) software to attract and retain customers. Email marketing campaigns are highly customizable and offer an excellent way to promote your brand, products and share updates with your customer base.

Drive Traffic & Increase Sales

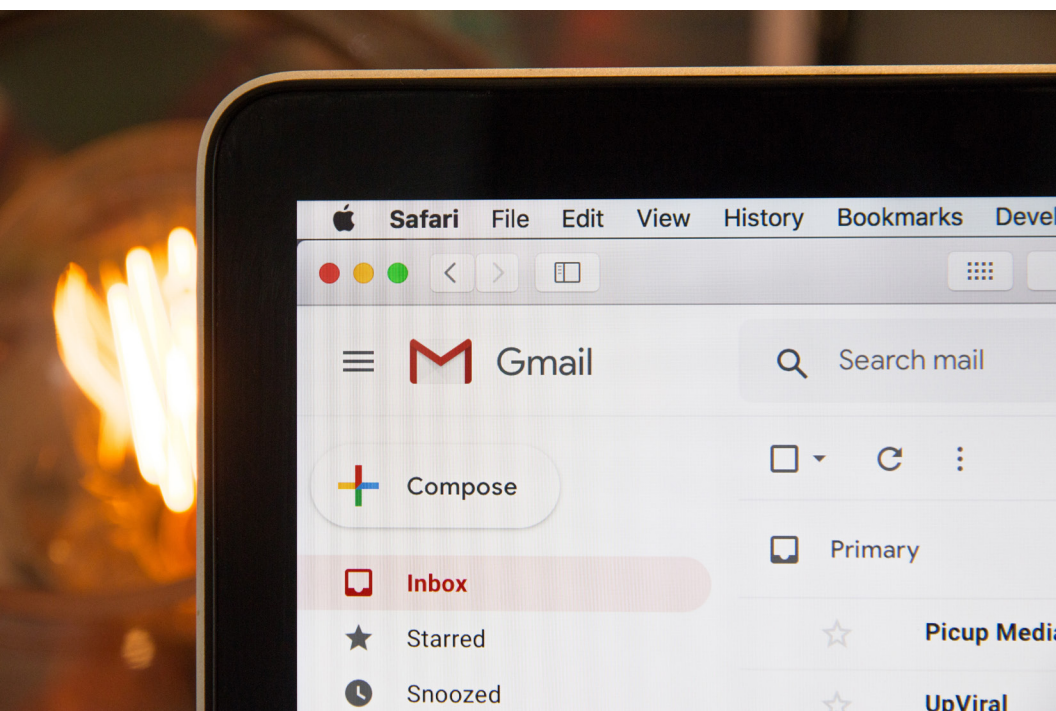
To maximize the impact of email marketing campaigns, they should always include call-to-actions that drive traffic to your website. The most effective campaigns often feature a promotion that pushes customers to your website - where their information is then captured through a landing page. The end goal for email marketing campaigns is to create an environment where leads are consistently led to your business and eventually converted to customers.

Customer Engagement

Customer engagement is one of the primary selling points of email marketing because it is intrinsically tied to Customer Lifetime Value (CLV). For marketers, [CLV](#) represents the total income a company will make from a single customer throughout their relationship. As email marketing campaigns are designed to keep established customers engaged with your brand, it is one of the most surefire ways to maximize CLV.

CRM Integrations

CRM integrations are critical for establishing automation within your email marketing channels. By integrating popular CRMs like HubSpot, Zoho, and Salesforce with an email platform such as Active Campaign or MailChimp, you create a lead generation system that produces steady customers. In essence, email marketing campaigns lead people to your sales funnel, while your CRM keeps track of prospects, leads, and customers. All this data is stored in highly organized contact lists.



Social Media Marketing



It might be surprising to many, but social media marketing is a highly specialized skill. With the rapid rise of platforms like Facebook, social media strategy has grown increasingly sophisticated. The need for these highly specialized skills is heightened in the cannabis industry, where marketers must expertly navigate a complex field of regulations.

Facebook & Instagram

Facebook and Instagram are immensely popular social media platforms. We know that cannabis companies cannot utilize the full suite of offerings for these channels, there are still opportunities on these platforms. Facebook pages and Instagram profiles for your cannabis business should mirror your overall brand message and aesthetics.

Facebook is the world's most popular social media platform, with an astounding 2.8 billion monthly users. The platform has a variety of offerings businesses can use to market themselves. Cannabis companies are allowed to build business pages on Facebook and grow an organic following. However, they cannot use the paid Facebook Ads feature.

Instagram is an image and video-based social media site that is owned by Facebook. Please note, you can only participate in Instagram by posting an image or video with your phone. While this focus limits posting options for the platform, it also creates unique opportunities. Instagram offers an amazing way



for cannabis companies to show off their brand aesthetics with professionally taken photos and videos. As Instagram is owned by Facebook, they do not allow cannabis businesses to use their paid ads feature.

Due to restrictions on paid advertising, cannabis businesses must build their followers through organic measures. Generally speaking, this means you should post regularly, use appropriate hashtags, and thereby engage with your audience.

Influencer Marketing & Cannabis

Influencers are a highly effective way for cannabis companies to get exposure through social media. In essence, these internet personalities offer an excellent "workaround" for cannabis companies on Facebook and Instagram. Influencers are independent people or entities who have amassed large followings on social media in particular niches. Cannabis companies pay relevant influencers to get their brand in front of more people on social media.

Social Media Account Management

Social media account management can be a full-time job. To this end, the most effective social media campaigns are extremely organized and targeted - carefully balancing research, scheduling, and execution. Professional social media marketers follow a content calendar for scheduled postings. These calendars feature a predetermined number of postings each month, as well as content designed for specific events such holidays and promotions.

Social media is another way to help promote Customer Lifetime Value (CLV) for your business. To this end, regular posts keep established customers engaged with your brand and ready to purchase.



Content Marketing



Content marketing is an immensely popular mechanism of reaching your audience in the digital space. Content marketing is the strategic creation of content that is related to your business's offerings. While your content might not specifically promote your goods or services, it is relevant to an audience who might be interested in them. As opposed to directly marketing your businesses, content marketing establishes you as an expert in your field.

Blogging

This is a bit overdone, and although a lot of topics have been covered, there is still room if done correctly. There are several reasons why blogs are a critical part of content marketing. Not only are blogs great for improving SEO, but they also offer a good way to establish yourself as a thought leader in your field. There is perhaps no better way to increase brand awareness than by becoming an authority on topics relevant to your business.

To get the best possible results from blogging, be sure to choose topics that are meaningful to your target audience. When writing blogs, be sure to follow very specific protocols to get the best SEO rankings. For example, blogs should be a minimum of 1,500 words and use keywords specific to your business and target audience. Finally, Google favors blogs that are professionally written and easily digestible.

Visual Content

Visual content is increasingly popular with digital marketers. Using images, diagrams, memes, decks, and videos, visual content grabs the audience's attention when they might not be interested in reading. Visual content meshes well with the extremely popular sites Instagram and YouTube.

Videos have gained real traction with marketing professionals in recent years. As people continue to spend more time online, marketers are looking for new ways to get their attention. Not only are videos a great way to educate people on your brand, but they also play a role in SEO. Placing videos on your website is another way to keep visitors engaged longer and reduce your bounce rate.

E-Books & Infographics

E-books and infographics offer more ways to further educate prospective customers on your brand and lead them further down the sales funnel. By providing eBooks and infographics in exchange for consumer information such as name and email address, you provide a concrete way to track conversions. This practice is particularly helpful in establishing Key Performance Indicators (KPI) for new marketing campaigns.

SEO (Search Engine Optimization)



In the age of the internet, SEO has become an essential marketing practice. Put plainly; if people cannot find your business on Google, they will likely not know it exists. To help curb this issue, digital marketers put considerable time and resources into SEO - some even study Google's algorithms for an edge in better rankings. Either way, all SEO marketers focus on increasing the number of visitors to your website through organic methods.

Since Google Ads does not allow cannabis businesses to advertise on their platform, SEO is even more important in the industry. Importantly, organic SEO is the only option for getting your cannabis website in front of prospective customers on Google.

Local SEO

Local SEO involves the optimization of your website content for a certain region. [Local SEO](#) is a great practice for brick-and-mortar establishments that need to attract customers to their business. In the traditional business world, local SEO is an essential practice for restaurants, mechanics, venues, and coffee shops. In the cannabis industry, local SEO is critical for driving foot traffic to dispensaries and stores.

Content for SEO

It is crucial that you optimize your web content for the best SEO standings possible. Google now focuses on readability and quality content as primary factors in favorable standings. To get the best SEO results, you should strive for well-written content that is easy to digest. Even more, your content should be clearly labeled with titles, subtitles, and meta-descriptions, which are the small samples of text that Google displays in search results.

Keyword Optimization

While keyword stuffing (unnaturally putting large amounts of keywords into page content) is no longer an acceptable SEO practice, keyword optimization is still extremely important. Before choosing a keyword for a web page or blog post, you should research your options. Using tools like [SEMrush](#) and [Moz](#), you can figure out which keywords you can utilize to outrank your competitors. Generally speaking, established companies will use short-tail keywords while startups get better results with long-tail keywords.

Other SEO Considerations

There are a few other key considerations to make for SEO. To illustrate, Google favors fast, mobile-friendly websites. To ensure your website meets these criteria, it is useful to use proven Content Management Systems (CMS) such as WordPress. In addition, rich snippets and title tags are great inclusions that will help relevant people find your website.

Backlinks are another important factor for SEO rankings. In essence, every time a website links to your site as a reference, Google views it as a vote for your business. The more quality backlinks you amass, the better your Google rankings will be.

Chapter 3

DIGITAL ADVERTISING



Although cannabis is still federally illegal, businesses in the industry have a number of viable digital advertising options. Successful digital ad campaigns in cannabis require well-choreographed scheduling and execution, as well as attention to state compliance laws.

With effective digital advertising, you can keep a steady stream of new prospects coming to your website, keep your current customers engaged with your brand, and increase overall CLV.



Target Audience



Before you begin any work on designing a digital ad campaign, be sure to establish a clear target audience. After that, the goal is to craft digital ads that retain your brand message while also catering to the specific tastes of your target demographics.

Age & Gender

The age and gender of your target audience are important considerations to make when creating a digital ad campaign. Importantly, cannabis appeals to a wide variety of people. Please bear in mind, an ad campaign built for baby boomers likely won't appeal to millennials.

Location

In cannabis, the location in which you do businesses is intimately tied to your target audience. As cannabis companies cannot conduct business across state lines, your ads should be designed strictly for a local audience. Spend your money wisely and only run your ads where they count.

Elements of a Successful Ad



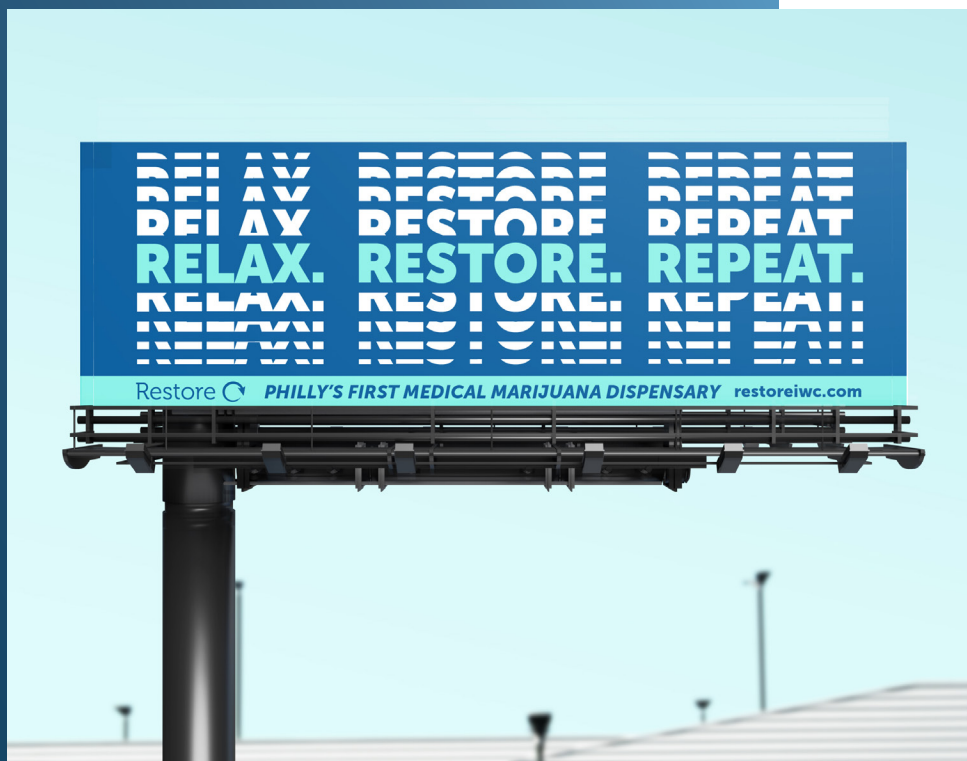
There are many elements that must come together in the creation of a successful ad. Importantly, the best campaigns are a collaborative effort between experienced marketers like copywriters, strategists, and graphic designers. When executed properly, successful ads carefully balance brand aesthetics with business strategy.

Ad Copy

Once your copywriters are finished with your ad, the creative team should work with graphic designers to create an aesthetically pleasing format. Importantly, well-designed graphics can sometimes gain interest from people who are not immediately willing to read.

Design & Creative

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Offer: Are You Selling a Product or Service?

If your campaign is promoting a particular product or service, be sure to clearly state it in your ad. Even if someone isn't initially interested in your brand, they might show interest in a good deal that could eventually convert them to a customer.

Paid Ads vs. Organic



Cannabis marketers operate in a unique realm - not only must they deal with advertising in a highly regulated industry, but they must also account for the fact that cannabis is federally illegal. This is important because the legal standing of cannabis directly dictates the availability of paid ad services.

Social Media Advertising

The first consideration to make for running a social media ad campaign is paid vs. organic. Importantly, Facebook, Instagram, and Twitter do not allow for the paid advertisement of cannabis businesses. Therefore, the best way to gain exposure through these channels is to build an organic following through regular posts and hashtags. Hashtags are searches that people use to find content that is related to a specific topic. For example, someone might use #sativa to find cannabis content.

The business-focused social media platform LinkedIn is more cannabis-friendly than most other platforms. LinkedIn allows for [paid ad campaigns](#) for cannabis companies doing business-to-business (B2B) networking. To illustrate, if you make cannabis extraction equipment, you can run a paid ad campaign on LinkedIn to attract new B2B customers. However, plant-touching businesses cannot directly market cannabis products to consumers.

Search Engine Marketing (SEM)

Search Engine Marketing (SEM) is the practice of paying for ad space on search engine results pages (SERPs). Companies enjoy SEM campaigns because they allow you to circumvent much of the effort that goes into building organic SEO. Google Ads is

easily the most popular SEM platform. Unfortunately, cannabis businesses cannot market themselves via Google Ads, but hemp companies can find workarounds.

Pay Per Click (PPC)

Pay-per-click (PPC) is a method of digital marketing where advertisers pay a fee each time one of their ads is clicked. Essentially, PPC offers a way for cannabis businesses to “purchase” new visits to their website, as opposed to earning them organically. PPC ads take on a number of forms, including SEM platforms like Google Ads. Similarly, Google AdSense and Microsoft Ads are massive PPC platforms that place ads on thousands of websites within their networks.

Cannabis companies must utilize cannabis-friendly PPC networks such as [Adistry](#) or [Mantis](#). While these small networks don’t have nearly the impact of Google or Microsoft, they still afford viable options for getting online ad exposure.



Ad Formats



There are a number of different formats that you can utilize for your ad campaign. Some of these designs emphasize graphics and images, while others focus on informative copy. In the end, your chosen format will be dictated by your target audience and overall campaign goals.

Banner & Display Ads

Banner ads are a popular form of digital advertising that focuses on images, as opposed to text. Banner ads are used extensively on PPC campaigns to grab people's interest. Conversely, display ads can take on a number of different formats, including text, images, and video.

Native Ads

Native advertising is a type of marketing where ads match the form of the platform on which they are featured. Native ads are a great example of content marketing. To illustrate, if you are a grow light manufacturer and your goal is to find commercial growers, it would be smart to purchase an article on a cultivation-centric site. In doing so, you can share your expertise on cannabis cultivation while also marketing your brand.

Video Ads

With the rise of popular video streaming sites like YouTube, video advertising has gained serious momentum over the past few years. Marketers love video advertising because it offers an entertaining alternative to traditional, text-heavy marketing.

Digital Ad Placement



To get the best possible ROI on your cannabis ad campaigns, we recommend thoroughly researching your options for strategic placements. You can choose an ad space marketplace like Adistry to publish your cannabis advertisements. Otherwise, you can directly contact popular cannabis websites about running ads. These websites generally fall into the categories of business, news, media, and lifestyle.

Cannabis News & Business

Cannabis news and business websites are great places to run digital ad campaigns. For example, [Marijuana Business Daily](#) is a widely respected news source in the cannabis space. They provide tons of data for cannabis businesses, including year-end reports and market predictions. MJ Biz Daily offers a variety of digital advertising options, including banner ads, display ads, and email marketing.

Cannabis Media & Lifestyle

If you are actively promoting a cannabis product or dispensary, cannabis media and lifestyle websites offer relevant exposure. Generally, cannabis consumers spend more time on lifestyle websites like [Leafly](#) than on business-centric platforms like MJ Biz Daily.

Compliance

It can be difficult to keep track of compliance rules for advertising cannabis. While the legal standing of cannabis makes universal compliance rules an impossibility, most states have fairly similar regulations. Compliance regulations on ads are in place to keep companies from marketing to children, as well as making specific medical claims about cannabis products.

General cannabis ad compliance rules:

- Avoid health benefit claims
- Ads cannot appeal to children (cartoon characters, etc.)
- Do not make false or misleading statements, including competitors' products
- You cannot use testimonials or endorsements (especially from doctors)
- Avoid depicting product consumption
- Do not include pricing information, potency statements, or promotional offers.
- Ads for infused products must be labeled "For Adult Use Only."

It is also advisable to do additional research on our specific state market to ensure your digital cannabis ads are fully compliant.

Measuring the Success of Ads



One of the greatest things about digital advertising is how trackable it is. Using tools like Google Analytics, you can track digital ad campaigns down to the penny. Even more, you can learn exactly where your website visitors are coming from.

Ad Reach

Ad reach is a metric used to gauge potential customers. These customers can be found in a specific location or digital marketing channel. For example, ad reach measures the total number of followers on a social media account.

Total Clicks

Total clicks represent the sum of every click your campaign receives within a specific timeframe. To illustrate, you can use this metric to understand how many times people clicked on a banner ad featured on a cannabis media website.

Impressions

Impressions are the total amount of times your ad campaign is seen. Impressions differ from ad reach in that you can make multiple impressions with a single prospect or customer. As such, ad reach represents the number of people who are able to see your ad, while impressions are the number of people who actually see your ad.



Click-Through-Rate (CTR)

Click-through-rate (CTR) is a ratio used to gauge the effectiveness of a digital ad campaign. CTR refers to the number of clicks an ad campaign receives versus the number of impressions it gets. To illustrate, if your ad made 100 impressions and got ten clicks, your CTR would be 10%.

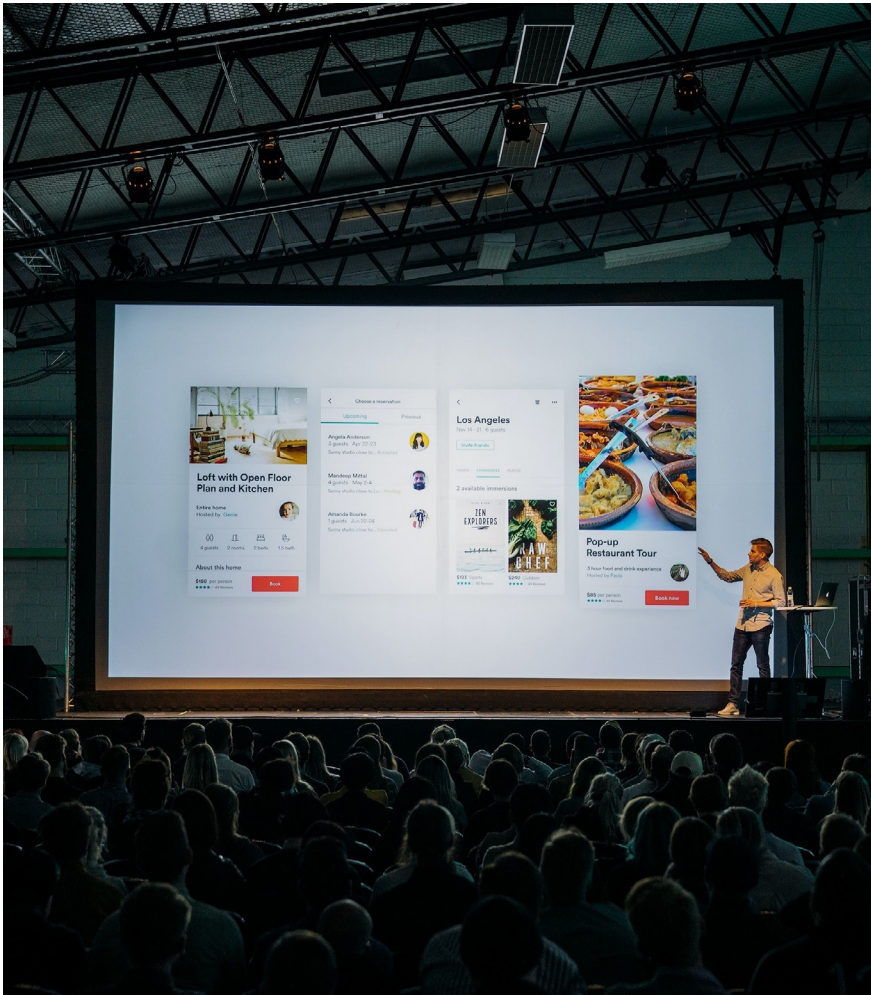
Conversions

In marketing, conversions are metrics used to measure specific goals. Conversions can take many forms.

They are generally counted when prospective customers complete a task such as downloading an e-book or making a purchase. Conversions are essential to understanding overall campaign performance and ROI.

Chapter 4

SUMMARY & TAKEAWAYS



As cannabis continues to gain acceptance across the globe, our understanding of marketing in the industry will continue to change. Until cannabis is federally legalized, marketers must critically assess unique state markets to create compliant and effective campaigns. Even as individual state markets stabilize in places like Colorado and Washington, marketing teams must continue to seek out new opportunities in states such as Virginia, New Jersey, New York, Arizona, and South Dakota.



Despite many of the restrictions placed on cannabis products, there are still a number of ways to effectively market your business in the digital realm. To illustrate, while paid Search Engine Marketing (SEM) campaigns with Google Ads may be off-limits, organic SEO with Google is not. The best cannabis marketers are experts in marketing to these channels with well thought out plans, giving you the ability to reach your target audience. The best cannabis brands are built by utilizing these channels to their fullest.

No matter what your industry might be, all businesses have similar objectives with digital marketing. These goals include attracting customers, increasing sales, and ensuring higher profits. Such objectives are realized by creating brand strategy and aesthetics that will leave a lasting impression.

When creating a digital marketing plan for your cannabis business, you should always consider your overall goals, vision, and budget. By integrating these critical elements into your marketing strategy, you will build a lasting cannabis brand.