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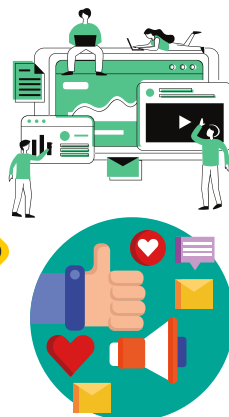
# SUCCESSFUL CANNABIS MARKETING STRATEGIES

HiFi Bottega

2022 - Cannabis Marketing White Paper

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**HIFIBOTTEGA**  
CANNABIS CREATIVE SINCE 2015





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# CONTENTS

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**03**

Everything You Need  
To Know

**04**

A Brief Introduction  
to the Cannabis  
Industry

**05**

Cannabis Industry  
Regulations and  
Roadblocks

**07**

Marketing Content  
Strategy

**08**

Organic Web  
Content

**09**

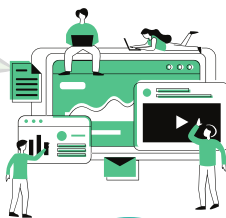
Using Social Media  
as a Marketing Tool

**10**

Email Marketing  
Campaigns

**11**

Closing Remarks





# EVERYTHING YOU NEED TO KNOW

## About Effectively Marketing Cannabis Brands

The cannabis industry has become one of the biggest industries globally in the last few years and one of the fastest growing industries in North America. With more countries decriminalizing medical cannabis, the industry has attracted investors and entrepreneurs from all over the world.

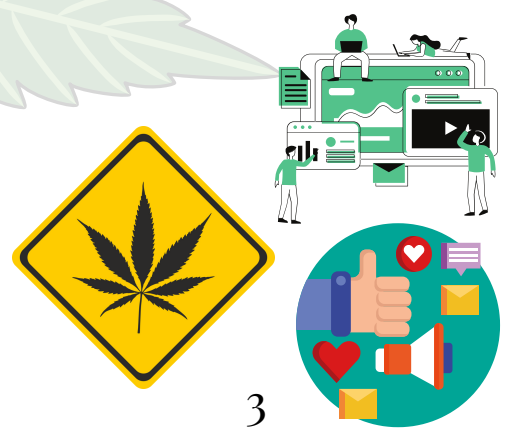
The global legal marijuana market size is expected to reach USD 84.0 billion by 2028, according to a new report by Grand View Research, Inc.

**\$84.0 BILLION**  
**globally by 2028**

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In this white paper, you will:

- Gain valuable market information.
- Learn about laws and regulations in the cannabis industry.
- Gain insights on cannabis marketing strategies.
- Learn how to effectively market cannabis online.



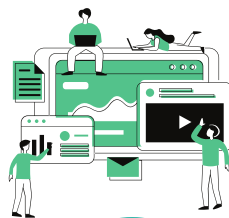


# A BRIEF INTRODUCTION TO THE CANNABIS INDUSTRY



As of April 2021, 16 states and Washington, D.C., have legalized marijuana for adults over the age of 21, and 37 states have legalized medical marijuana.

This number continues to grow as cannabis use becomes more and more normalized. Support for cannabis legalization is at an all-time high. This new industry presents big opportunities for investors and entrepreneurs. The cannabis industry has demonstrated immense potential for growth and success.





# CANNABIS INDUSTRY REGULATIONS AND ROADBLOCKS





Just like in any business sector, there are challenges in the newly legalized commercial cannabis industry. One of the biggest obstacles the industry faces are differences between state and federal laws.



# IT'S COMPLICATED

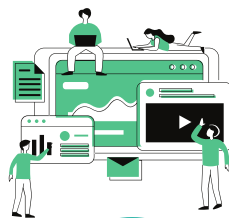
Cannabis remains illegal on a federal level, leaving states to create their own legislation, which makes it difficult to remain up to date with cannabis advertising laws.

This is why it's important to hire a creative agency which specializes in cannabis marketing.

Some states model their cannabis advertising laws in the same manner as alcohol advertising, considering exposure to people under 21 years of age.

## NATIONAL ADVERTISING

National advertising is banned, at least when using mainstream marketing methods  
Cannabis marketing is heavily monitored and regulated on a national level.





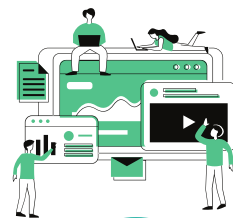
# MARKETING CONTENT STRATEGY

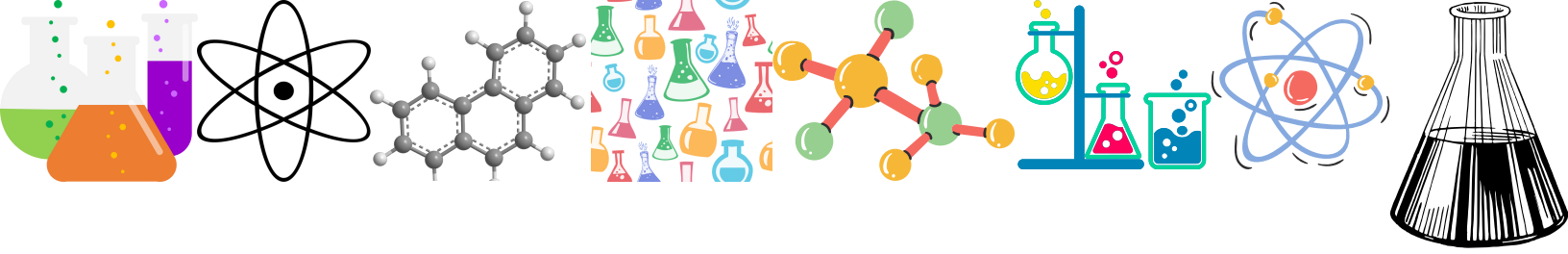
## Getting Creative

Due to federal restrictions, cannabis advertisers are very limited. This presents an opportunity to get creative and explore unconventional marketing avenues.

## Digital Marketing Strategies

- Organic Web Content
- Strong SEO Campaigns
- Social Media as a Marketing Tool
- Email Marketing Campaigns





# ORGANIC WEB CONTENT & SEO

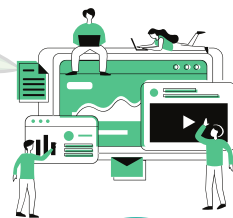
Creating organic web content that's informative and engaging is the easiest way to build an audience and develop a cannabis brand. According to a Market Watch report, last April consumers looked up CBD or its full chemical name 6.4 million times on Google.

Advancements in technology have brought changes to the way consumers search for products. Focus on using conversational phrases for better results. Think about the kind of customer that buys your products already. What phrases would they be searching for? Answer questions that consumers might have regarding cannabis or the products you offer.

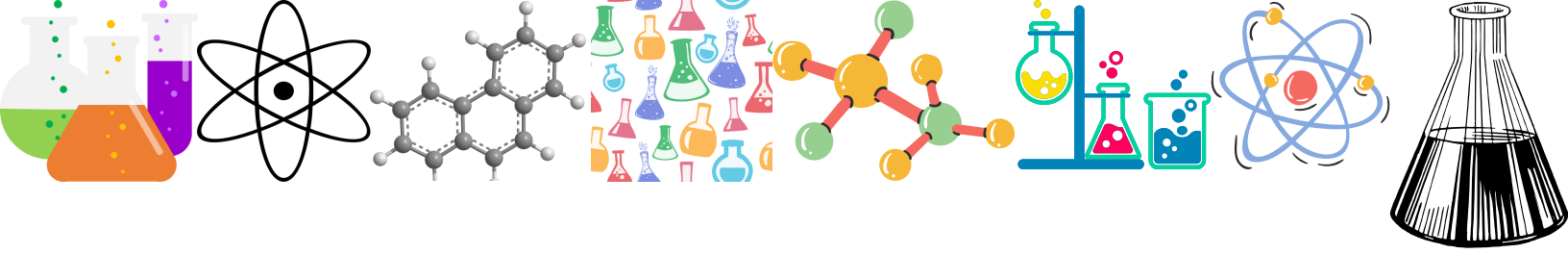
Cue the power of SEO! Consumers are already looking into cannabis. Whether it's for anxiety, pain relief, or topical solutions, they're searching the internet for these keywords. Creating and maintaining a blog that's engaging and informative can generate a good amount of traffic to your website organically.



Publishing one or two blogs weekly can drastically increase your web traffic. Creating and maintaining a blog can be quite time-consuming, which is why a lot of brands choose to hire a writer or a creative agency that focuses on SEO content.







# USING SOCIAL MEDIA AS A MARKETING TOOL

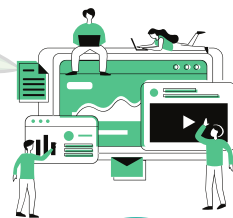
Since paid advertising is out of the question for now, social media is still a highly effective platform for marketing brands and creating exposure. Using social media effectively is the best way to interact with your audience and generate new sales leads.

Some things to remember when developing an online presence are **consistency, content, and collaboration**. Social is constantly updating. People refresh their feeds every few seconds so it can be easy to be forgotten or overlooked.

Posting consistently ensures that your audience doesn't forget about you. Creating a content calendar helps to get organized and keep track of your content. Quality content is just as important as having a consistent schedule. With all the new tools and technology available, pictures are getting crisper, videos are getting the full production treatment, and audiences are demanding more and more from the brands they follow.

Finally, collaboration is key for building brand awareness on social media. Working together with other brands and influencers can immensely grow your brand. Forming partnerships with other brands can have a huge impact on your growth. Partner up with influencers and offer discounts or free products in exchange for exposure. It's a win-win for both parties because you both get to reach a new audience and gain exposure.

Influencers are social media experts. They've been successful at building an audience, they're pros with engagement and interactions, and their followers trust them. This is by far the most effective way of getting organic followers.





# EMAIL MARKETING CAMPAIGNS

Email marketing campaigns are how your audience knows what's going on with your brand. Any news, sales, or events can be communicated through an email blast.

Creating a consistent newsletter is an organic and powerful way of staying connected with your audience and marketing your cannabis brand.

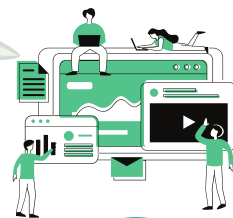
The usual challenge presents itself again when it comes to marketing cannabis or CBD products. Not all marketing email providers allow CBD marketing per their advertising policies.

Mailchimp, one of the most popular marketing email providers, does not allow cannabis or CBD marketing using their platforms.

However, don't let this discourage you. There are still options available for email marketing platforms. We've found that Benchmark and Active Campaign are platforms that allow CBD marketing emails, but be aware of their policies if you're selling product as there can be some restrictions.

## CANNABIS FRIENDLY EMAIL PLATFORMS:

- [www.reefermail.com](http://www.reefermail.com)
- [www.benchmarkemail.com](http://www.benchmarkemail.com)
- [www.aweber.com](http://www.aweber.com)
- [www.activecampaign.com](http://www.activecampaign.com)





# CONCLUSION

Despite federal restrictions, the cannabis industry has enormous potential for growth and revenue.

More states are carrying out initiatives in 2021 to legalize adult-use marijuana and there is a huge wave of support for legalization and decriminalization throughout the country and the world as the cannabis industry becomes more mainstream.

The cannabis market is here to stay and as with any industry, marketing and advertising play a big role in its success.

