

A close-up photograph of a cannabis bud, heavily coated in trichomes, giving it a frosty appearance. The entire image has a strong blue/cyan color cast. The bud is centered in the upper half of the frame, with its branches extending downwards and outwards. The background is dark and out of focus, showing hints of other plant parts.

Your customers are online
Will they find your business?

Your business must have a solid digital presence to compete



Paid Traffic

Also known as digital
media buying



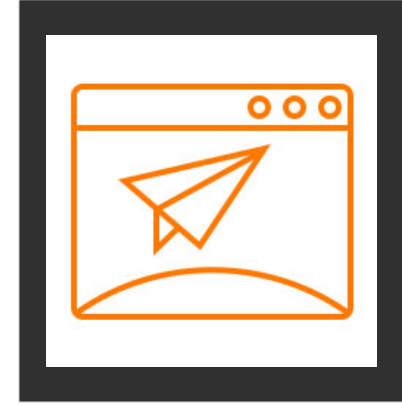
Organic Traffic

Also known as search
engine optimization



Social Fans

Also known as social
media marketing

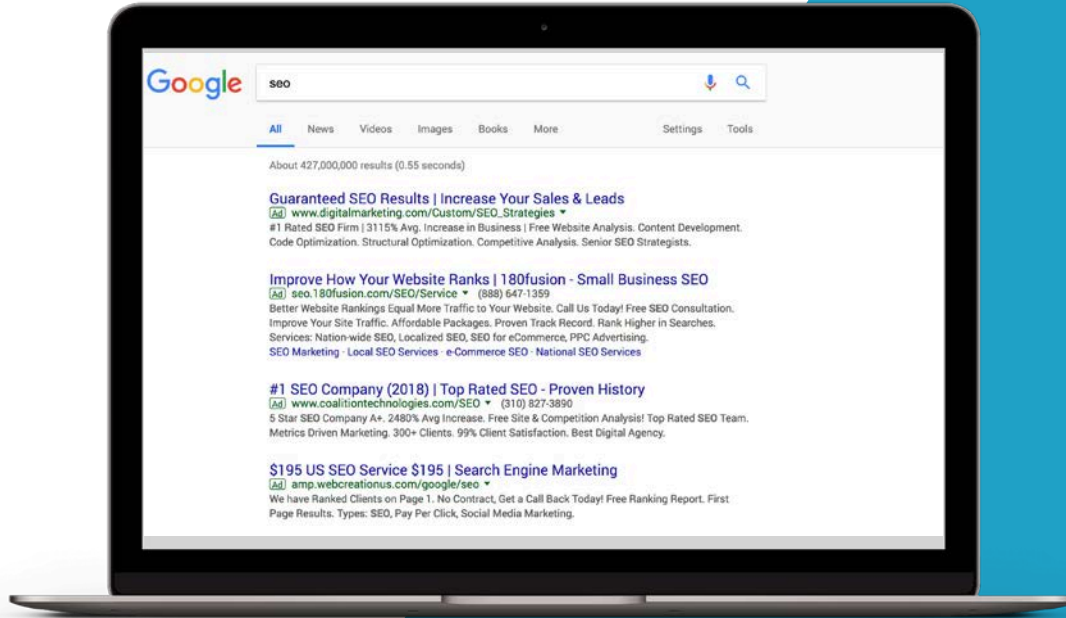


Website

Also known as web
design & technology



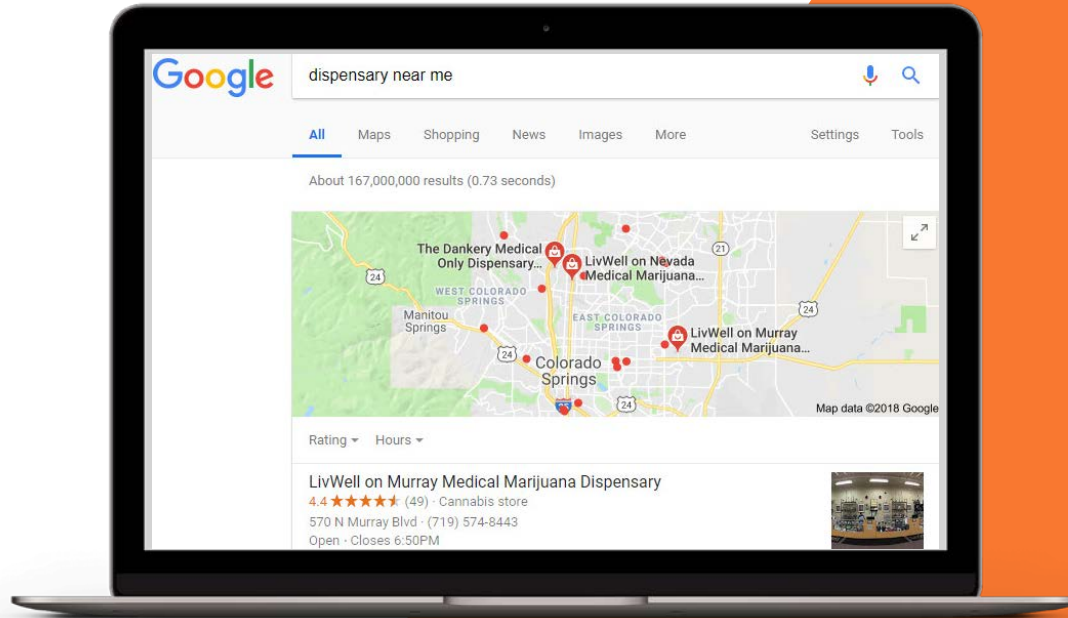
Your business can't be here



Search engine advertising

The top of the search results normally includes ads sold by Google, however, these ads are not typically available to most type of cannabis industry websites

So it must be here



Organic search results

The primary means of getting found online continues to be from placement and visibility of your brand on major search engines. Cannabis sites need to be hyper vigilant about the work needed to generate traffic from organic search results.

Relevance & Authority

Major search engines like Google and Bing make up the majority of organic traffic potential for your business, **but only if you rank well.**

In order to rank well, your content must be relevant and authoritative.

Relevance comes from your content matching what the user is searching for.

Authority comes from backlinks from other websites.

The process to improve relevance & authority is known as search engine optimization.



FIRST



Design for Mobile

Mobile search overtook desktop search a few years ago. Make sure your website looks good on all screen sizes.

SECOND



Secure your website

If your website is not SSL encrypted, soon Google will flag it as insecure, which will affect your rankings if you are not compliant.

THIRD



Optimize all content

From webpages to videos, images, and even metadata, it is imperative to optimize every piece of content. Remember compliance!

FOURTH



Earn quality backlinks

To establish authority for your website, earn high quality backlinks from pages and websites with content relevant to your own.



Digital Media Buying Options

You have options!



Just because you can't buy advertising for your business from traditional sources like Google, Bing, and Facebook, doesn't mean you are left out in the cold when it comes to paid digital media.

The advertising options left available to you can be difficult to source. You want to get more traffic from as many online media / advertising outlets as you can, but **what are your options?**

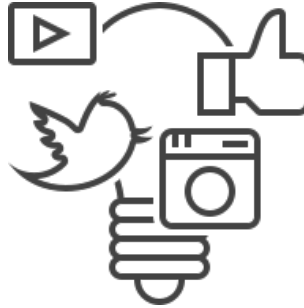


Questions you need to ask when evaluating advertising options



Directories

Do they know their own advertising policies in regards to cannabis?



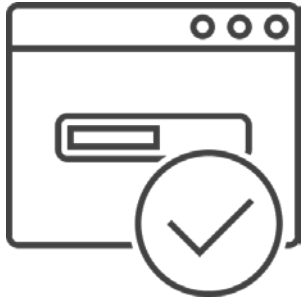
Paid Social

Are they able to point to another cannabusiness like yours that's buying ads from them?



Influencers

Are the vendors #YouthSafety compliant?



Display Ads

Can they and will they actually publish your cannabis brand ads?



Paid Search

What is their review process for compliance?

FIRST



Get help

Make sure you have the right people to drive the digital advertising process for your brand. Be sure that your digital team has prior experience working with age-restricted advertising in all cases.

SECOND



Set a plan & budget

Before you buy, know what goals matter most & what metrics will validate you are hitting your goals. Set a budget based upon the ability to test and optimize ad variations for each vendor.

THIRD



Attribution is key

Before you buy a single online ad, you need to know how you're going to track performance. You should aim for clear attribution of outcomes on all campaigns, allowing you to optimize as needed.

FOURTH



Don't set & forget

With all your ad buys, set a marketing calendar so that all of your advertising will be continuously optimized and refreshed to reflect the most current view of your products, brand, seasonal, and geographical info.



Website
design &
technology

Digital Marketing Operations

Your website is your home online and it should reflect your brand just as well as any physical locations you have.

Like a home, it should be clean yet comfortable, reflective of your style, and welcoming. And, like a home, it should have the appropriate “invisible” technologies that support it.

Your home as plumbing, heating, and electricity. Your website should have the necessary technologies in place to gather user intelligence and then segment and personalized based on that intelligence.

It must have a consistent experience that tells the stories started by your advertising and social media campaigns.



FIRST



Grow relationships

Build all your digital properties to facilitate relationship growth. Use cookies, forms, surveys, or other conversational interfaces to get to know your visitors.

SECOND



Focus on visitors

Your website design and copy should focus as much as possible on your visitors and how your product satisfies customer needs, not your company. Customers want solutions, not resumes.

THIRD



Collect visitor data

Be ready for data capture and pass through to your entire marketing stack. If you aren't data-ready, you will never be in a position to optimize your user experience or your advertising.

FOURTH



Integrate your stack

Make sure that your marketing technology stack plays well together. Any break in the chain will result in sub-par results for both your internal growth teams and your visitors and customers.



**BUOYANCY
DIGITAL**
Strategy + Execution

We are here to help!

Buoyancy Digital is a pure play digital agency whose principals have over 60 years of combined experience driving success on the internet in age-restricted markets.

Reach us:

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