

STATE OF THE CANNABIS INDUSTRY 2022

Cannabis, COVID-19, and Beyond



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CALIFORNIA CANNABIS BRANDS BEGIN SELLING DIRECTLY TO CONSUMERS, BYPASSING RETAILERS

In California, cannabis brands bypass traditional retail and distribution services and sell directly to consumers. Some of California's biggest cannabis brands are popular with consumers. Right now, that trend appears to be happening mostly in California, which has the country's largest marijuana market and most developed transportation infrastructure. But insiders say they expect the practice to quickly spread to other states that allow home delivery. When did the event happen? The COVID-19 pandemic made it practically necessary. As more people use Amazon, it makes more sense to reach consumers directly, said Kenny Morrison, president of the California Cannabis Growers Association and CEO of VCC Hemp Producer Brands. "When the pandemic hit, we thought, 'We better move on.'"





Several options, Morrison et al., include several brands. B Get your own license or partnership with an existing cannabis supplier and establish your own direct delivery infrastructure. By branding, consumers want to show brands, collect and store customer data and provide valuable business information for product development, and independent retailers and suppliers can buy entire product lines. Take it. "There are many ways to sell directly to loyal consumers," said Morrison. Others, including Old Pal, have partnerships with Amuse, while others have the ability to create brands, collect and store customer data, develop products and produce all product lines. Take it. "There are many ways to sell directly to loyal consumers."

"The articles are so broad that superfan OldPal is very interested in finding them all in the same place," Wilenkin said. In fact, we worked with Amuse to build this digital store ... our product is ready. However, some retailers say they are dissatisfied with the development of direct sales and feel fooled.

Chelsea Sutula, the owner of OjaisSespeCreekCollective, was dissatisfied with selling Kiva's products further at the shops that paid for Kiva's website by selling Kiva directly from one of its clients. "I was surprised to find these things." She didn't like it, especially after Sutura traded with Kiva in 2011. The Kiva website does not include sales tax and usage tax. It looks like Kiva is using its customers by charging more than other producers.



CANNABIS BANKING PROVISIONS COMING SOON

On Friday, the House of Representatives passed six rules that would allow cannabis companies access to the banking system, but the latest move to revise China's competition law may be better than before. The House has passed the clause five times, defended by Rep. Ed Perlmutter, D-Colo. The amendment has bipartisan support, but it is uncertain whether it will pass the Senate. The change will allow banks to provide banking services to legal cannabis businesses.

Perlmutter said in his report: A statement. The House passed the partisan amendment proposed by Perlmutter and House Democrats Thursday by a vote of 262 to 168. New York's Nidia M. Velasquez, California's Barbara Lee and Oregon's Earl Blumenauer, and Ohio's Republican representatives Warren Davidson and David Joyce.



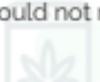
CANNABIS ADVERTISING TRENDS



UNDERSTAND CBD ADVERTISING LAWS

As CBD continues to grow in popularity, the industry has become more competitive. As a result, business owners are becoming more creative in their efforts to market their CBD products. However, unlike other markets, advertising of CBD products is not easy and faces many challenges. CBD marketers not only need to abide by local laws and regulations but also follow advertising laws and restrictions on various advertising platforms. Read together to learn more about CBD ads on different platforms. The CBD market is growing every day. Several studies and studies on the potential effectiveness of this cannabis are expected to further this trend. Many people believe that CBD helps with a variety of health problems. As a result, some analysts expect CBD to reach \$20 billion by 2024. As the industry continues to grow, so will the rules and regulations that govern the CBD industry, such as advertising laws and guidelines. To get better results when marketing CBD, CBD marketers need to be familiar with specific country marketing and advertising laws. Specifically, you need to follow the FDA's guidelines for advertising CBD.

Even after the adoption of the Farms Bill 2018, FDA continues to regulate CBD products under the Foods, Medicines and Cosmetics Act (FD&C) and section 351 of the Public Health Act. It is, therefore, illegal to add CCD to food or to label it as a food supplement. FDA approved Epidiolex (including CBD purified) for the treatment of convulsions caused by Lennox-Gasto syndrome or Durve syndrome in children under the age of 1. If something's not approved by the FDA, it could be controversial. You shouldn't sell the CBB as a diet ingredient, because most states prohibit it from avoiding medical allegations in your marketing efforts. Of course, you can mention "the potential medical benefits of the CBB," but you should not make any unauthorized medical statements.





CAN YOU ADVERTISE CBD ON GOOGLE?

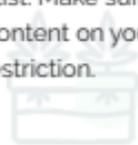
Google does not allow the promotion of CBD products on its platforms. However, you will often see CBD ads on Amazon and many pay-per-click ad networks. So Google is still a goldmine for CBD marketers once they learn the trick. To place a Google AdWords campaign for your CBD product or service, you need an account. Make sure your other products don't overtly promote CBD. A common question for new CBD marketers is the CBD Google Ads opt-out. If keywords related to CBD are found on your page, your page may rank lower in search engine results. The best way to avoid this hassle and get your ads approved is to partner with a reputable CBD digital marketing company.

While no one can guarantee that Google will approve your CBD ad, there are practical ways to increase your CBD ad's chances of being approved by Google. Do not use CBD or cannabis-related keywords in your ad. When submitting your ad for review, try to use euphemisms for the product you offer. If your ad isn't approved, make sure your campaign has a closed landing page and remove all references to hemp and CBD. If your ad is still disapproved, try removing all links to your site from the landing page. If Google approves your CBD ad, wait a few days before adding a link to your website from the gated landing page. As mentioned, trying to advertise your CBD on Google puts your account at risk. In some cases, it can lead to account closure, which can be a huge blow to your business. We recommend using a different ad account to run your ads.



With over 2.08 billion active users, Facebook is the king of marketing. The platform has many restrictions on promoting prescription drugs and recreational products. Facebook bans ads depicting illegal products and services and promotes a tobacco policy that bans vaporizer ads. These rules include CBD vaporizers promoting CBD on Facebook, but they can be very difficult due to several factors. Despite these restrictions, some CBD brands can still promote their products and services on Facebook. That doesn't mean Facebook favors any particular brand. impossible. Proper planning and attention to detail are key.

Another option is not to promote your website. You can link your CBD ad to a blog or review site dedicated to your CBD cannabis product. Creating an Email List Another great option is to create a new Facebook page and site domain for your marketing mailing list. Make sure your new website doesn't mention CBD. Specifically, you can target benefits such as relieving anxiety and retargeting related content on your website. Once you do that, try to get a lot of subscribers to your newsletter where you can talk about your CBD products without restriction.



TIPS FOR CANNABIS AND CBD ADVERTISERS ON PROGRAMMATIC PLATFORMS (DSPS)

About 70% of the US population lives in states that legalize marijuana for medical or recreational purposes. In 2020 alone, the global CBD market is valued at \$2.8 billion. The CBD market is estimated to grow at a CAGR of 21.2% between 2021 and 2028. There are many problems when CBD marketers try to promote their products. This is especially true when CBD is promoted through major online platforms such as Google and Facebook. Digital advertising offers a great opportunity for CBD brands to market their products and services. Programmatic advertising helps CBD brands use digital platforms to increase engagement and conversions. Here's everything you need to know about automated ads for cannabis brands. Programmatic advertising involves the use of data collection and algorithms to automatically purchase online ad space. In other words, automated advertising allows marketers to buy ad impressions on publisher apps in a growing ecosystem, including audio and video ads, online, digital output advertising space (DOOH), TV, radio, etc.

Don't Ignore Local Cannabis Marketing Laws

Before planning an advertising campaign for your cannabis product, you need to research the current laws of your target market. While marijuana advertising laws vary from state to state, certain things are the same in all states. As a general rule, keep the following in mind when designing your cannabis ad:

- Avoid claims that CBD or cannabis cures all ailments
- Add Do not add items that children may enjoy;
- Label fortified foods with "adult"
- Avoid false or misleading claims. Do not include reviews or product recommendations in your ad.



Finding the Best Programming Channel for Marijuana

The FCC bans advertising marijuana on TV and radio, minimizing overall viewership and reach. Fortunately, programmatic campaigns help bridge the gap between mainstream and cannabis-focused publications. To maximize the effectiveness of cannabis advertising, you need to choose the best channel for your cannabis product. The idea is to run a program campaign to reach different subgroups of cannabis users, in line with local regulations. Focus your ads on CBD instead of traditional cannabis. Unlike tetrahydrocannabinol (THC), CBD is not a psychotropic drug. Therefore, there are fewer restrictions under federal law. Focusing your ad creatives on CBD products can help you avoid many ad restrictions.

Focus on your brand, not your product

With so many CBD brands competing for the available CBD market, it's important to focus on making your brand different reasons. People think about your brand, not the products you sell. What are the core values and principles that guide your organization in making decisions? Once you recognize and focus on what makes your brand unique, you will eliminate most of the competition.

What are your long-term goals for CBD?

The best way is to use the available data to determine the desired ad awareness. Then develop strategies to achieve short and long-term goals.



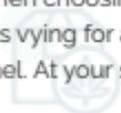
Don't ignore the human element.

Consider the human element in your decision-making. Ad software relies on machines, but it's important to remember that you're targeting your ads to people. Therefore, you need to account for the human factor in algorithmic activity. Don't rely solely on algorithms to maximize the effectiveness of your campaigns - seasoned marketers. Helps you plan, manage, and optimize your purchases. The idea is to find the perfect mix of automation and human intervention for the best results. View your data.



Websites and platforms that accept CBD advertisers

You can use many programmatic advertising channels to promote your CBD brand. Each of these platforms has its pros and cons, which means that care must be taken when choosing the best channel for your brand. Make no mistake, CBD advertising is competitive. This means that hemp and CBD brands are always vying for a small amount of available space to gain market share. There are several factors to consider when choosing the right advertising channel. At your service, including goals, budget, target audience, and website quality.



CBD MARKETING FOR CANNABIS BRANDS

The cannabis industry has experienced unprecedented growth over the past decade. Specifically, CBD oil (part of the cannabis industry) has become a multi-billion dollar business.

Set your brand apart

As more US states continue to legalize recreational and medical marijuana, the CBD industry is experiencing a surge. More and more CBD brands are being created to compete in the growing CBD market. To get your rightful share in this huge market, you must put in the effort to make your CBD brand stand out.

Finding New Customers

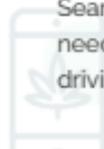
CBD marketing is a surefire way to find new customers for your product. Most young people in the United States want to try CBD sometime in their lives. Information about CBD products, not to mention choosing the right products. With the power of CBD marketing, you can quickly turn them into customers.

Customer Retention

This is why you need to build brand awareness with CBD marketing. You can do this by adding (legally) testimony to your website. Positive customer reviews are a sure way to build your reputation and get more CBD customers.

Use SEO to promote your CBD products

Search Engine Optimization (SEO) is the best and safest way to sell CBD oil to your target customers. However, you need to rely on organic growth as paid digital advertising is limited in the cannabis industry. SEO is the process of driving free traffic to your website through search engines



Influencer Marketing

Influencer marketing is another effective way to promote a CBD brand. An influencer is someone who has a large following on social media and can greatly benefit your CBD business (if done well). Involving influencers in your CBD advertising is an excellent way to increase brand credibility. Additionally, it helps improve SEO rankings and allows you to share content anytime, ultimately increasing sales.

CBD Content Marketing

Creating SEO-optimized CBD blog posts is vital when it comes to content marketing for CBD brands.

CBD Affiliate Marketing Programs

Affiliate marketing (the process where an affiliate earns a commission for marketing your products) is another excellent way to market your CBD brand.



HOW ALCHEMY HELPS?



ABOUT

Small, technically stable teams can better design and implement complex digital marketing strategies, faster and more centrally while executing advanced SEA strategies smarter than most large companies. I find this to be more flexible. Therefore, we can focus on each customer and correctly implement each marketing campaign in our search system. We focus on generating revenue from our clients and are happy to implement any ideas that help make that happen. There is no need to protect us for decades as most of our clients work with us every month for several years. Our hard work ensures we get paid every month.

We recently helped increase our cannabis shipping service from 53K/Mo to 114K/Mo by increasing organic shipping using only Offsite Seo and Digital PR for 12 months. Implementation of a comprehensive digital PR and content strategy to radically expand organic shipping within 12 months by reaching high-value and highly organized keywords. We used our search team to first identify the target and finally get the high Da and niche-related opportunities on the CBD and Canna-Blog sites. We have also created content that is organically linked to authoritative sources. For more details send us an email to sean@alchemyleads.com or give us a call to **818-408-6550**

