



Creative Marketing Strategies: How to Market a Cannabis Company

**Growth Everywhere
Single Grain**

Eric Siu: Today we did the outdoorsy reality show. Basically it is Airbnb for RVs, so if you want to go RVing, if you want to go camping, whatever it is, go to outdoorsy.com. We learned their story ... Outdoorsy.co, sorry. Met with one of our clients as well to get a testimonial. Testimonial videos are good. We can run ads, we can boost 'em. And then also met with the CEO of Dribbble. We talked shop a little bit, nerded out on Etsy a little bit, and just figured out how, you know, we can help each other out.

Speaker 2: Alright, so some people are asking what kind of backpack is that?

Eric Siu: Dude, first of all, nobody's asking that question. Second of all, it's a Timbuk2 backpack. You have a little compartment to hold your cartons, and then you have the little ... So you have the little, little. And then you have the little one where I put my extension cords, and I put my floss in there. That's another hack. Put your floss in there, because if you eat salad, it gets stuck in your teeth, and becomes embarrassing. Because you go to the next meeting and you can't get it out, and you're screwed.

There's a medium little backpack, and that's where I put all my charging supplies. I put my spectacles in there. And then you have the medium one. That's where I put my camera, and that's where I put my laptop. So that is the other takeaway.

So right now we are going to meet with the Green Cross, and they do weed delivery in San Francisco. Interesting thing about them is you can't really advertise online for that, because there's regulations against that kind of stuff, at least for right now. But you see a bunch of their ... They have bus ads, so, you know, people that say, "Oh, you know, print doesn't work anymore," or "Billboards don't work anymore". I think that's wrong. I think that it just depends on the niche that you're in, versus saying some kind of blanket statement or reading some kind of article saying, "Oh, it's all about advertising where you can measure everything." So, clearly for bus ads ... We saw multiple bus ads yesterday and today, too, for the Green Cross. And clearly it makes sense, because that's where their demographic is. It's people hanging out for that kind of stuff, right?

So then I think the other thing, also, is ... And this is something I should tell the people at the agency as well, is don't discount the value of branding. I used to be of, thinking that learning all my marketing initially, I was like, yeah, the old stuff, you know, it's not measurable, whatever, all this other stuff. There's ROI to it. It's easy for attribution, but the branding stuff helps, right? Like doing podcasts, or speaking at things, or running billboard ads, for example ... All that kind of stuff, it works, and there's a reason that companies do it, right? It's not as measurable, but you're building that awareness, and you just want to be top of the line, right?

And my friend wrote a book, his name is John Hall, called Top Of Line, how you're constantly producing content. And not everybody is ready to buy from you all the time, but the fact that you're constantly out there, and you're educating people on something that you're good at, that's what's powerful. That's how you continue to generate awareness, and that's how people will reach out to you eventually, right? That's how, you know, you're constantly creating YouTube content, or podcast content, or whatever. You're just constantly out there, and you're out hustling other people, then you're going to get business no matter what. That's how I see it.

People respect that, right? And even when you're first starting out, and you're reaching out to people initially, you just keep hitting them over and over. They're going to start to respect you, because it's the entrepreneurial people, they know what it's like when it's starting out, when you're starting out. It's not easy, and they respect the hustle at the end of the day. So my point to all of this is try everything. Not everything is off limits. Don't make blanket statements, and your mileage may vary based on everything. So even the stuff that I'm saying, you know, you should test against it. And that's basically it. Try everything.