



WEBINAR

Candid Cannabis Social Media Marketing

Webinar Preview & Audio Available at:

<https://www.mediajel.com/webinars/cannabis-social-media-marketing-2/>

Everything you need to know about cannabis social media marketing, with social media expert, Eman Ebdou

Consistency is Key

Several cannabis companies in general are very discouraged with their marketing efforts, either because they didn't stick to it long enough or maybe the budget just wasn't high enough or they worked with someone who didn't really know what they were doing.

But when you ask those questions and you pull together the information, that's how you start to put together the pieces for what their brand and marketing strategy is going to look like.

In the end, you know as a brand it's really your promise that you make to a consumer- the consistency.



Candid Cannabis Social Media Marketing

<https://www.mediajel.com/webinars/cannabis-social-media-marketing-2/>

Manage the Good AND the Bad

Let's say someone has a bad experience, they're going to go on Google and they're going to leave you a bad review and or they're going to go post it on their Instagram story and it's once that's up there, it's really, really hard to control who sees it, and it's really hard to get rid of it.

So, when you have an understanding of what you're providing and how to provide it in a consistent manner, then you avoid those types of negative interactions or negative experiences as well.

And then really focus on providing the best customer experience, so you avoid that and then, when you do have those instances, be sure that you reply to those in a professional manner and really try to turn that message around because negative reviews can really have an impact on your business.

It is really to your advantage to approach them directly and try to remedy that situation and then learn from it.

Own Your Stuff

You know, education within the store or if it's something that wasn't your fault, you know, like it was the fault of the producer processor in that retailer, you still have to take ownership, for it and fix the situation.

You know definitely bring that up to your distributor to the brand that you're working with.



Make Your Brand Authentic

A lot of people tend to think that a brand is a logo and colors and fonts and images, which is true, that's the visual aspect of the brand, but it's not the most important thing.

Going back to your first question, the foundation starts with what are you offering and to WHO.

Once you know that, then you start to dive a little bit deeper and figure out how you're going to provide the service and make it a little bit of product and make it a little bit different from your competition or better than your competition.

So you really got to dig deep. You don't just create a logo and you pick a few colors that you like, and you open a cannabis shop- it's a lot more than that.

Some of the successful ones that I've seen have a brand story that's rooted in culture- whether that's pop culture, hip hop culture, or cannabis culture, whatever or even their ethnicity, like if they come from a different background for example Mexican culture or Asian culture...

Whatever it is, and whatever really like has an impact on you and you feel like you can deliver that to the customer when they walk in through the door- that should be the foundation of your brand.

Evaluate Ideas

You really need to evaluate different ideas and different challenges that are occurring in your retail store so really



Instagram Strategy

pay attention to your customers and listen to them, because they're the reason that you're in business.

In terms of what you can post on instagram it's important to do your research and it's important to work with someone who knows cannabis rules and cannabis marketing.

Instagram themselves are an American company owned by Facebook Meta, whatever you want to call it now.


So regardless of whether cannabis is legal in Canada if you're using instagram you cannot be promoting the product at all and the best thing to do on social media is to share content that really has nothing to do with cannabis.

So, maybe you're sharing cannabis news or you're sharing cannabis history or you're sharing cannabis culture facts.

This is the best way to promote your business because if you're just posting pictures of your products and you're saying come visit us in-store- that doesn't really resonate with your followers and it tells Instagram that you're promoting your product and you're much more likely to get shut down.

And a lot of business owners don't want to hear this, they think that social media is the best way to get the customer in the door.





If you're already doing instagram marketing and you're not really seeing any results from it, it may be time to look at your email marketing strategy, and so this is where you can take your Instagram followers.



Candid Cannabis Social Media Marketing

<https://www.mediajel.com/webinars/cannabis-social-media-marketing-2/>