



WEBINAR

Master the Art of Cannabis Public Relations with Brett Puffenbarger

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Master the Art of Cannabis Public Relations

How can you improve your cannabis businesses PR?

What are the 5 pillars of PR?

- 1.) The most obvious one that everybody knows is publicity- or you could also call that media relations. It's getting quotes in publications, it's getting feature articles, it's getting on podcasts or on the news.
- 2.) You've got crisis communication, which is responding to a crisis. A lot of people don't like to think about that, you know, but we always hear it in any kind of business plan: you plan for the best or you plan for the worst and hope for the best.

That's a major pillar that we're missing is the ability to pivot messaging the ability to react to a negative situation



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What are the 5 pillars of PR?

or potentially damaging situation.

3.) The other one is reputation management, that's what we're talking about. This kind of this equation that we use in the PR world is image plus identity equals reputation image- being what other people say about you write your reviews the message board content people reacting on social media.

4.) Identity comes next. Identity being what you say about you, it's your press releases, your web copy, all of the things that we would traditionally put in the marketing world. And then the goal is to have those matches so that's kind of reputation management.

How do we build an identity? How do we maintain that identity? How do we make sure that what we say we are and what we actually are? How do we adjust things if they don't? So those are kind of the first two big ones.

5.) Last but not least, is one that I think we don't talk about at all, and it I don't think we talked about, even outside of cannabis, but that's dark PR that's a combination of dark websites and opposition research all of the things that you normally associate with politics.

Research on the opposition digging into what they're doing, understanding how they're working you know secret shopping them things like that, but it's also a sub pillar in a way.



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Why is PR important in Cannabis?

A big reason I say we don't have a lot of true PR is because most companies use a single set of PR companies that are only focused on one thing- let me get you publicity and they don't know how to or they don't offer a service that allows them to pivot. We've seen this happen in mainstream industries, all the time.

It really hurts my brain to think about because we're in a nascent industry, we're coming out of post prohibition and we're already fighting stigmas.

If I'm looking at it that way, every single company in the cannabis space is a representation of the entire industry.

Cannabis companies aren't being proactive with those things for their own good.

What is "Dark PR" in Real Life?

In dark PR, examples are things like Instagram profiles being shut down. We kind of follow the best practices in all regards, but the person that's going to report you to instagram is going to be your competitor.

And that's just the nature of the industry. I've seen that in many instances, so it's you know, even protecting yourself with a lot of competitor research, ensuring that you're within the compliance guidelines of these different platforms...

Those in glass houses shouldn't throw stones and you should know whether your house is glass or not, and you should know whether the guy throwing stones houses



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**What is
“Dark PR” in
Real Life?**

glass or not- plain and simple.

We're not the only medical industry in the world or not the only industry that's come out of post prohibition we're not the only industry that faces all be different, but similar challenges to the ones we have.

And I think we can learn a lot, maybe not from the actions of tobacco, alcohol, pharmaceuticals, but maybe from their failures right.

**Collaboration
is key**

That's what's great about the cannabis industry- it's friendly and competitive. We just want to improve the industry as a whole.

To continue to do so, and you talked a lot about balance and identity, you know, identity and image, you know when creating a PR strategy like, how do you balance the identity and image when creating that strategy?

You want to under promise and over deliver as marketers, as PR people, it is our duty to present us in the best possible light. Working together with other “competitors” will be key.

Stand Out in

The differentiator is the story that gets you to the answer that everybody else is given. We're going to keep coming



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the Right Ways

up with the same answers as everyone else in cannabis.

But, it's all about how do I get to that answer?

There are four or five of you, whatever you are, whatever your company is, no offense to everybody, but, you're not that unique at the end of the day.

You're just another consumer packaged good cannabis product, you're just another business or this or that- it's the story that you tell that got to those pieces that matter.

Authenticity is major in our industry. It's telling that story and being honest about your beginnings and where you've progressed over time. How do you identify who's the real deal?

Are you actually delivering on the promises you're making?



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