



WEBINAR

Influencers in Cannabis: Who They Are and How They Can Jumpstart Your Marketing Strategy with Jared Mirsky

Webinar Preview & Audio Available at:

<https://www.mediajel.com/webinars/influencers-in-cannabis-with-jared-mirsky/>

About Jared

Jared Mirsky is the CEO of Wick + Mortar, an accomplished public speaker, and a well-known influencer in the cannabis community.

On Branding + Building Yourself and Your Business

“It’s tough bc at the end of the day it has to align. What you do has to compliment each other, one hand washes the other. If you’re out there being a “figure”, it’s natural to build your personal brand alongside it.

Anyone looking to build PR relationships, look at people who are writing about cannabis. Say, let me be the voice to you to help you speak on this and offer to network with the people you meet. At a point, you become the go-to on subject matter.”



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Building Relationships First

“I felt the value of building my personal brand because I knew if I was the person selling, on the phone all the time, I could close these deals faster if I had a personal relationship with these people. I would be just another guy on the phone instead of someone they were excited to talk to.

The relationships I have in my industry compared to just being a vendor, there’s no comparison... I’ve said before this year is the year of collaboration. It’s a matter of working smarter, not harder.

Remember, you become unforgettable by being the person that can introduce someone to others in the industry.”

On Using Social Media to Promote Your Cannabis Business

“The rules and regulations that prohibit us doing certain things and posting on certain social media platforms are very different than other industries. Understanding the rules and regulations is key, don’t try to drive people to your store directly.

You have to remember it’s not always Instagram targeting your account, your posts can get flagged by competitors.”

“Let’s say you follow your competitors, you can see when they post, see who likes that post or comments on it, go on their profile and comment on their posts... you do this all day and you’ll quickly find the demographic you’re looking for.”



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Deciding What Influencer Strategy Works for You

“We have to ask ourselves deep down inside, what is the mission of our brand and what are we trying to sell?”

Being more tactical about the questions you’re asking is key. Be thoughtful when you’re looking to hire an influencer - consider what budget makes sense for what you can expect on ROI. You can’t expect to hire the best influencers for \$2,000 a month, that’s just not reasonable.

But, “micro influencers” (influencers with between 1K-10K followers) can be free, they can exchange for product. These micro influencers can be really powerful as far as word of mouth marketing.”



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