



WEBINAR

Women in Cannabis: Marketing to Women, By Women with Nurit Raphael and Jamie Evans

Webinar Preview & Audio Available at:

<https://www.mediajel.com/webinars/women-of-cannabis-marketing/>

Today's Guests

Jamie Evans, a two-time published author and founder and CEO of Herbsomme, the nation's first French inspired cannabis infused sparkling wine brand

Nurit Raphael, founder and CEO of ONA.life, an upscale cannabis delivery service based in Marin County, CA

How to Base Your Business Around a Key Audience

"I really noticed this gap in the market of being able to deliver to people like myself, so I basically built off of this gap in the market and something I know I would want to shop at personally and then when I did that it really spoke to the Marin moms. Our brand really speaks to women, but at the same time it speaks to the whole family, so, it's like an elevated brand." - Nurit R.



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The Importance of a Quality Product

“The curation of my products really comes down to working with some key partners to make this a cannabis infused beverage so one thing that's really important about this specific product is, you have to use non-alcoholic wine, so the first step is you buy the wine lot from a winery and then you have to do alkaloids the wine, which is an incredible it's just super fascinating how they do this.

And really you're running wine through almost like a three story tall almost looks like a distiller they're actually doing the opposite of pulling the alcohol out. I work with a company called bed zero up in Santa Rosa and they have this incredible technology that actually allows us to do this while really preserving the wine, so at the end of the day, if you're using a very high quality wine lot it's going to taste delicious.” - Jamie E.

Utilize Your Background to Grow in Cannabis

“You know, my background was very wide, I will say I kind of started my career in mortgages and did the whole subprime market and when that crash I ended up working in post production visual effects on feature films here in San Francisco and really built a great resume.

In 2014 when Colorado legalized I knew California was next, I wanted to get into this and at that time, women's growth was like a huge networking event for women in cannabis so doing my online searches, I decided to go to one of the events.” - Nurit R.



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Presentation Matters for Women Consumers

“Packaging and presentation really matter for women, as well as using just a lot of thoughtful detail and more like emotional cues versus men who are, you know, they like things more simple, but very design oriented.

I think there's different ways, you can approach both men and women, but for the most part, I think, packaging is really important, but also a high quality product at the end of the day.” - Jamie E.

Support for Women in Cannabis

“You know that i'm so thrilled to be here is just all the young entrepreneurs in the space and like this energy-especially here in the Bay area there's so many entrepreneurs, and I feel like we all work together, we want to support each other and I just think like the community is something that's very special and unique in the cannabis space.” - Jamie E.



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