Marketing Plan

**MARKET SUMMARY**

Since starting XXXXXXXXX in 2014 we have grown 20% each year. We expect this number to continue to rise based on more awareness for CBD in the market and the legalization of marijuana in other states.

The CBD industry is rapidly evolving and it is important to stay ahead of the game when it comes to branding, pricing structure, and accessibility of product. We have also found that customers are seeking local sources of CBD and transparency when it comes to dosage. This is one of our strong differentiators. Our blends use local, organically sourced CBD blended with functional herbs and ingredients that eliminate the drowsiness associated with other CBD products. We also publish lab results for our products on our website.

We regularly are contacted by customers to be a direct affiliate site so they can sell our products to their family and friends. We are currently looking at software solutions for this part of our business.

**Product Definition**

CBD Oil in capsules, gummies, chews, mints.

We are formulating new recipes for gummies and protein bars.

PRODUCT COMPARISON AND POSITIONING

**Positioning of Product or Service**

One of our strong differentiators is our local, organically sourced CBD that is blended with functional herbs and ingredients that eliminate the drowsiness associated with other CBD products. We are all natural and use only organic ingredients.

**Consumer Promise**

That we provide the highest quality CBD oil and guarantee our products 100% or your money back.

COMMUNICATION STRATEGIES

**Messaging by Audience**

Our top sellers are Fara’s Dog Treats, Pain Balm made with herbs and cbd, and Anxiety and Inflammation capsules. We plan to segment these products from a marketing standpoint and sell to pet store merchants, affiliate sites, athletic trainers, and holistic doctor’s offices. We will package these products to increase our bottom line, make our website user friendly to search by ailment, and provide more education to our dispensaries and online customer base through our growing eNewsletter.

**Targeted Consumer Demographic**

We have done extensive research through analytics and found that more than half of our orders are from women over the age of 35. We plan to target this audience with relevant ads, videos, and other content on and off our site.

MARKETING STRATEGIES

After we have secured a solid online payment solution we plan to launch our marketing plan which includes:

 Boosting B2B sales (we have 4-5 sales rep for the Colorado region)

 Targeting out of state dispensaries

 Partnering with trainers and athletic facilities to offer samples and offer affiliates programs.

 Providing more education to dispensaries and budtenders through collateral marketing materials and education.

 Offering our product on affiliate sites that already have a large following

 Re-design our branding.

 Public speaking engagements and informational seminars on CBD

 Recruiting bloggers with a large audience

 We also have secured a licensing partnership with a large Cbd and Thc company that has raised close to $100,000,000 in California

PUBLIC RELATIONS STRATEGY AND EXECUTION

The secret is out on CBD and industry related publications are popping up every day. We plan to invite writers from reputable magazines to try our best sellers and write a review. Our staff is well connected to media in the Boulder area and we have contacts for national publicity.

ADVERTISING STRATEGY AND EXECUTION

We will utilize the social media networks that will allow us to post ads through their sites. This includes: engaging in CBD conversation on Reddit, launching a YouTube channel, using Facebook and Twitter to allow our customer base to share posts about CBD education. Since advertising is still limited in this industry we will be advertising on site at our locations and targeting major publications.

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