

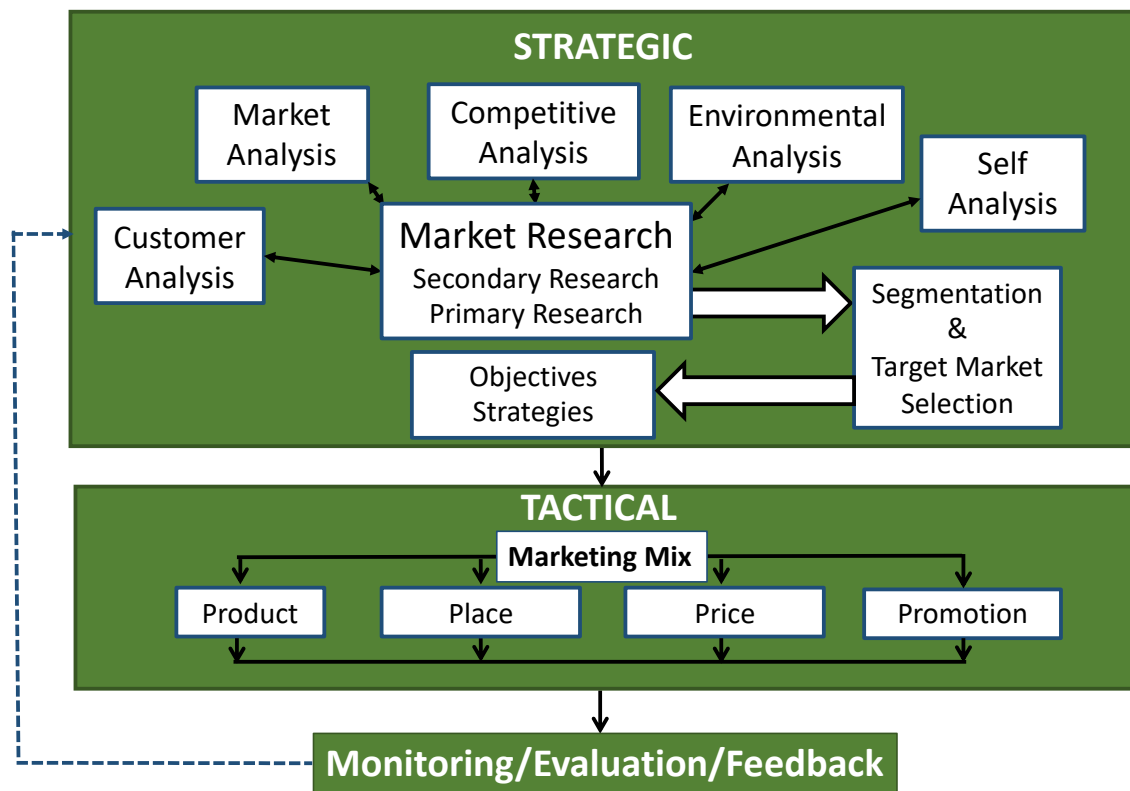
Strategic Marketing Plans for Cannabis and Ancillary Companies

Marketing is Complicated

Some “marketing companies” are no more than digital marketing or social media practitioners, typically pushing whichever platform they are most comfortable with. Typically, their approach is “one size fits all”. They say things like, “everyone uses Facebook”. And they seldom even ask about your target segments.

However, the reality is that what companies need to execute successful marketing programs is a plan developed just for them, based on the actual environment in which they and their prospects operate. And the only way to develop such a plan is to follow the process outlined in the diagram above to develop a **Strategic Marketing Plan**.

The Strategic Marketing Process



What makes a marketing plan “strategic”?

- **A Strategic Marketing Plan** is developed just for your business. It does not push the all-too-common, “one size fits all” approach. Instead, it first considers all the factors that will dictate the success of the marketing programs you put into place.
- **A Strategic Marketing Plan** provides a clear roadmap for your promotional efforts. It follows a well-defined research and analysis process.
- **A Strategic Marketing Plan** starts by researching and analyzing all the factors that affect your company and the industry in which you operate. It is concerned with the market itself, competition, your customers, environmental factors and your own capabilities.
- **A Strategic Marketing Plan** segments the potential market and identifies target segments that will become the focus of your efforts.
- **A Strategic Marketing Plan** provides focus to your efforts, eliminating the “Spray and Pray” approach often used by many marketing companies – “first, we’ll try this, and if it doesn’t work, we’ll try something else”. As the saying goes, “if you don’t know where you are going, any road will take you there”.

Choosing a Strategic Marketing Plan Developer

Although companies have been developing marketing plans for years, the cannabis market is so new and different that few are qualified to be successful in this industry. For example, dealing regulatory and media restrictions requires industry experience.

As a New Jersey-based company, NJ Cannabis Consulting is plugged into the New Jersey political environment AND knowledgeable about the adult-use cannabis market – a unique combination ideally suited to your needs.

Please visit our web site, complete the contact form and we will contact you for a free consultation.

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