

2026 CANNABIS MARKETING CHEATSHEET

A black and white photograph of a man with a beard and a baseball cap standing in a large greenhouse. He is surrounded by numerous cannabis plants. The background shows the structure of the greenhouse with its support beams and lighting fixtures.

INTRODUCTION.

Marketing really isn't that hard. It comes down to two simple concepts: **Branding and Reach**.

If you have a strong brand, then you want as many people to know about it as possible. That's what marketing is all about.

Simple, right?

But **marketing cannabis** can be hard. That's because all of the reach-generating tools and platforms open to most other industries are off-limits or heavily restricted to us.

So you have to get creative.

This is where The Hood Collective comes in.



WHAT FOLLOWS IS

**EVERYTHING YOU
NEED TO KNOW ABOUT
CANNABIS MARKETING.**

MOVE BEYOND THE CANNABIS CLICHES.



1. Avoid **stereotypical stoner design elements**, including pot leaves, graffiti, etc.
2. Expand your **brand appeal** beyond the hard core user demographic.
3. Embrace **modern design trends** outside of traditional cannabis culture.

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IDENTIFY YOUR VALUE PROPOSITION.

State markets are overflowing with great product.
Why should your customer choose yours?

Until you have a clear answer to this question,
you'll never break out from the crowd.

What makes you special?

PC



BRAND

BRAND

BRAND.

Your brand is the face of your company. It's your first impression. It's how you let your potential customers know that your products are **safe** high quality fashionable **potent** eco-friendly.

The investment you make in your brand will be the best money you spend in the launch of your business. A strong brand is your most valuable asset. Customers don't love products, **they love brands.**





INVEST IN WHAT MATTERS MOST.

Every Cannabis Business Model Should Prioritize The **Key Customer Touch Points**:

A Physical Dispensary: The Retail Experience (Service and Design)

An Online Store: E-commerce Platform and Digital Infrastructure

Large Scale Cultivator: Efficient Cultivation and Quality Packaging

Multi-State Operator: Brand Identity and Distribution



PRO TIP: Always look at your business from your customer's perspective.
Ask what matters to them, not what matters to you.

THERE'S NO MAGIC BULLET

**DON'T WASTE YOUR
MONEY ON HOPE.**



When your business is struggling, it's tempting to
Don't throw money at flashy solutions, but success
comes from investing in the right areas that truly
drive growth.

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ALWAYS REMAIN COMPLIANT.



Many businesses focus on the compliance of their facilities and forget that their brand and advertising **ALSO** must adhere to rigorous state guidelines.

Partner with experts in the field who can help ensure your marketing materials remain legal both locally and federally.

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PAY ATTENTION TO ROI.



HIGH ROI

Branding
Packaging
Local Ads
SEO
Event Marketing
Email Marketing

LOW ROI

Paid Ads
Social Media
Mass Print
Influencers
Radio Ads
Purchased Lists



WORK WITH THE EXPERTS.



Working with **The Hood Collective** gives you access to specialized knowledge, ensuring compliance, avoiding costly mistakes, and maximizing ROI. Our industry experience helps you stay competitive and make data-driven decisions for long-term success.

Save Money While You Make Money.



**YOUR CANNABIS IS A
WORK OF ART.
WE TREAT IT THAT WAY.**

Visit www.hoodcollective.com to
schedule a free consultation.

