

A black and white photograph of a man with a beard and a backward cap, standing in a field of cannabis plants. A large, bold text overlay is present on the left side of the image.

2026

CANNABIS  
MARKETING  
CHEATSHEET

[www.hoodcollective.com](http://www.hoodcollective.com)



# 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.



A large crowd of people is shown from behind, mostly in silhouette. One person in the center-left is wearing a bright yellow jacket, making them stand out from the crowd. The background is dark and out of focus.

# 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?**







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.

BRAND

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.**

BRAND.

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*C*



# 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.





A black and white photograph of a person wearing a white lab coat and gloves, carefully examining a plant sample in a petri dish. The person is looking down at the sample with a focused expression. The background is slightly blurred, showing what appears to be a laboratory or greenhouse setting with vertical structures.

# ALWAYS

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

# REMAIN

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

# COMPLIANT.

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# **PAY ATTENTION TO ROI.**

## **HIGH ROI** **LOW ROI**

**Branding**  
**Packaging**  
**Local Ads**  
**SEO**  
**Event Marketing**  
**Email Marketing**

**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](http://www.hoodcollective.com) to  
schedule a free consultation.**

