

# CANNABIS IS ESSENTIAL

Challenges and considerations for cannabis marketers

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Founder & CEO, Cannabis Marketing Association





# **Lisa Buffo**

## **Founder & CEO**

### **Cannabis Marketing Association**

Cannabis veteran since 2014.

CMA is a national membership based organization educating licensed cannabis businesses across the U.S. and abroad.

Consultant, advisor, recovering cannabis CMO.



**Trends**

**Challenges**

**Context**

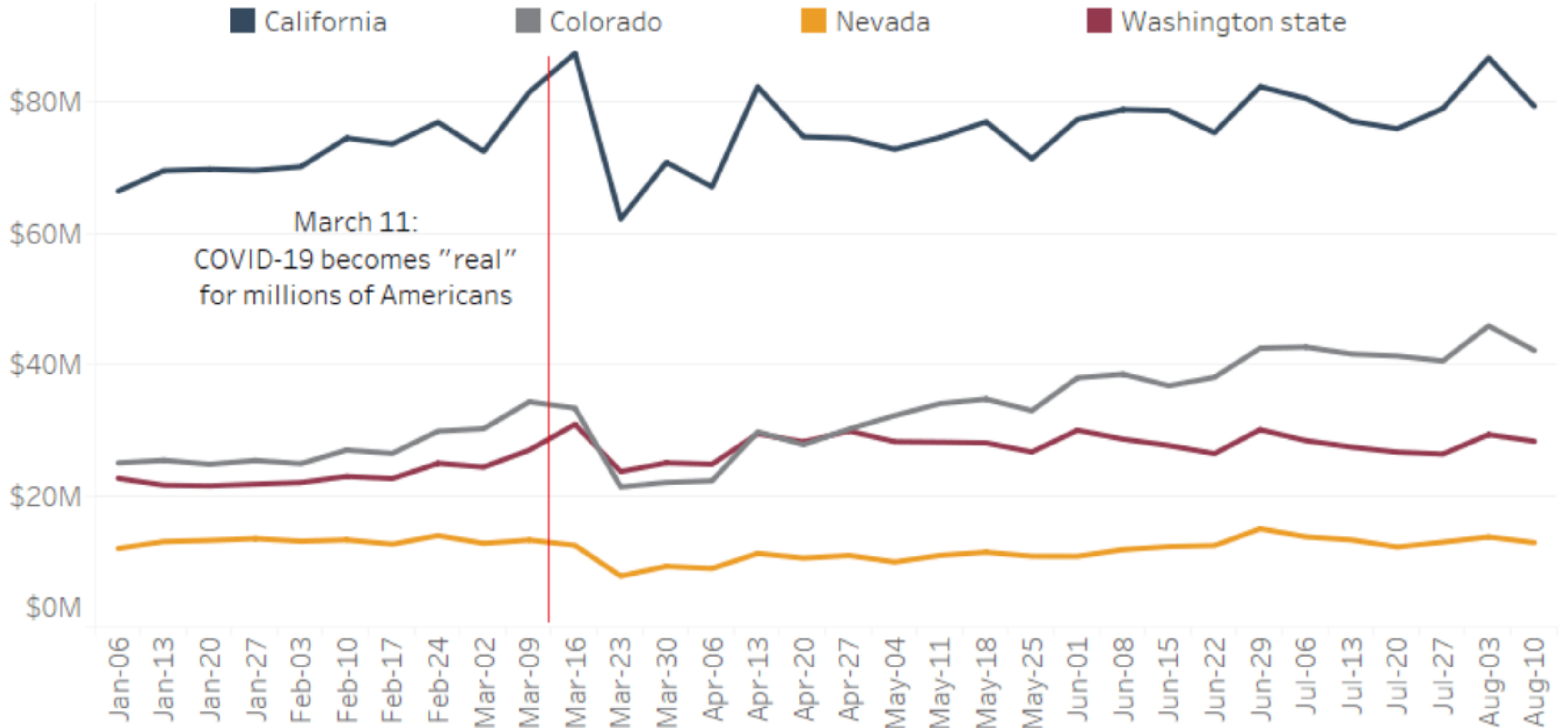
# TRENDS





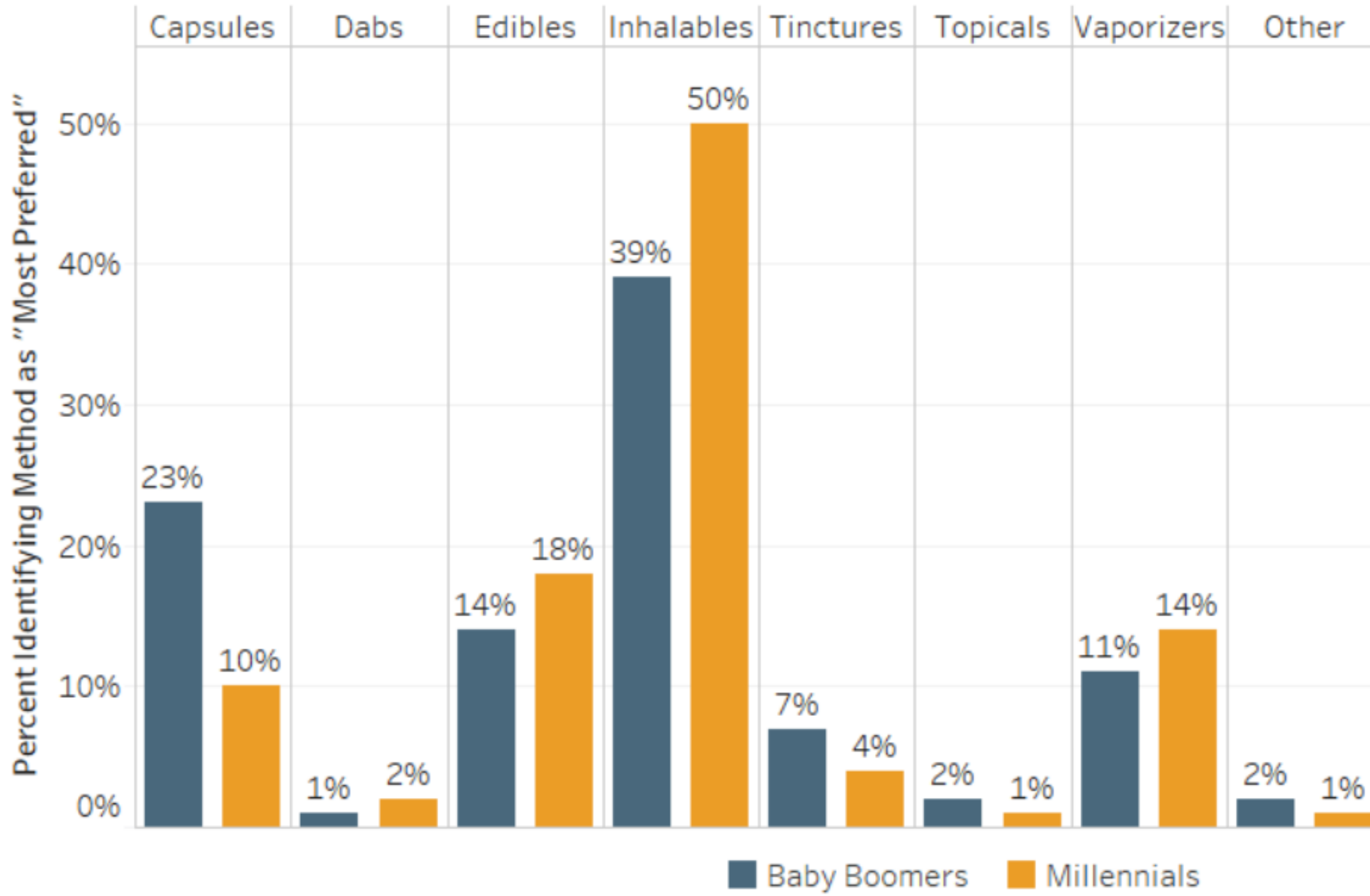
# Chart of the Week

## Weekly Adult-Use Marijuana Sales by Market

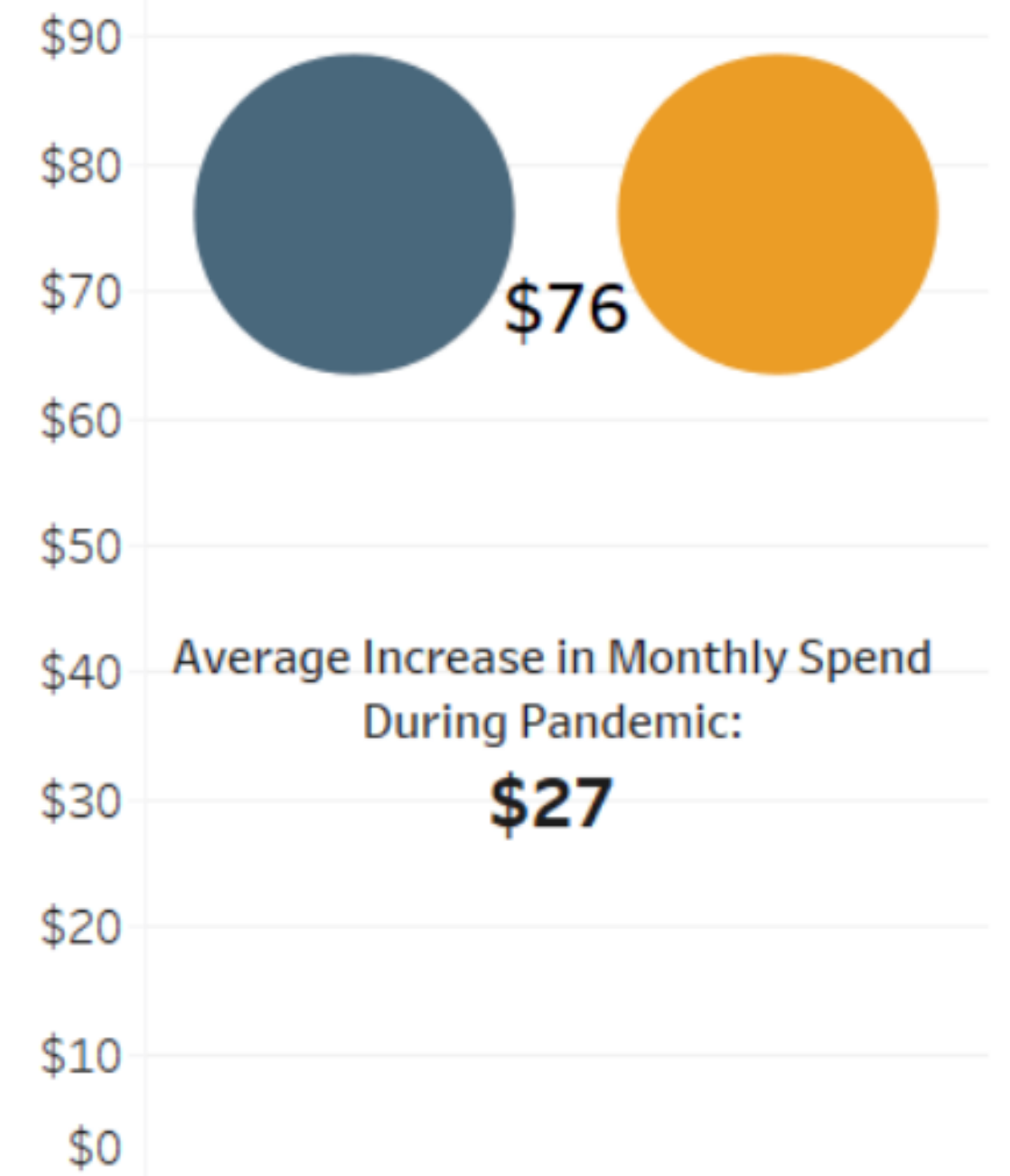


# Cannabis Consumption Behavior by Generation

## Most Preferred Method of Consumption



## Average Monthly Spend on Cannabis



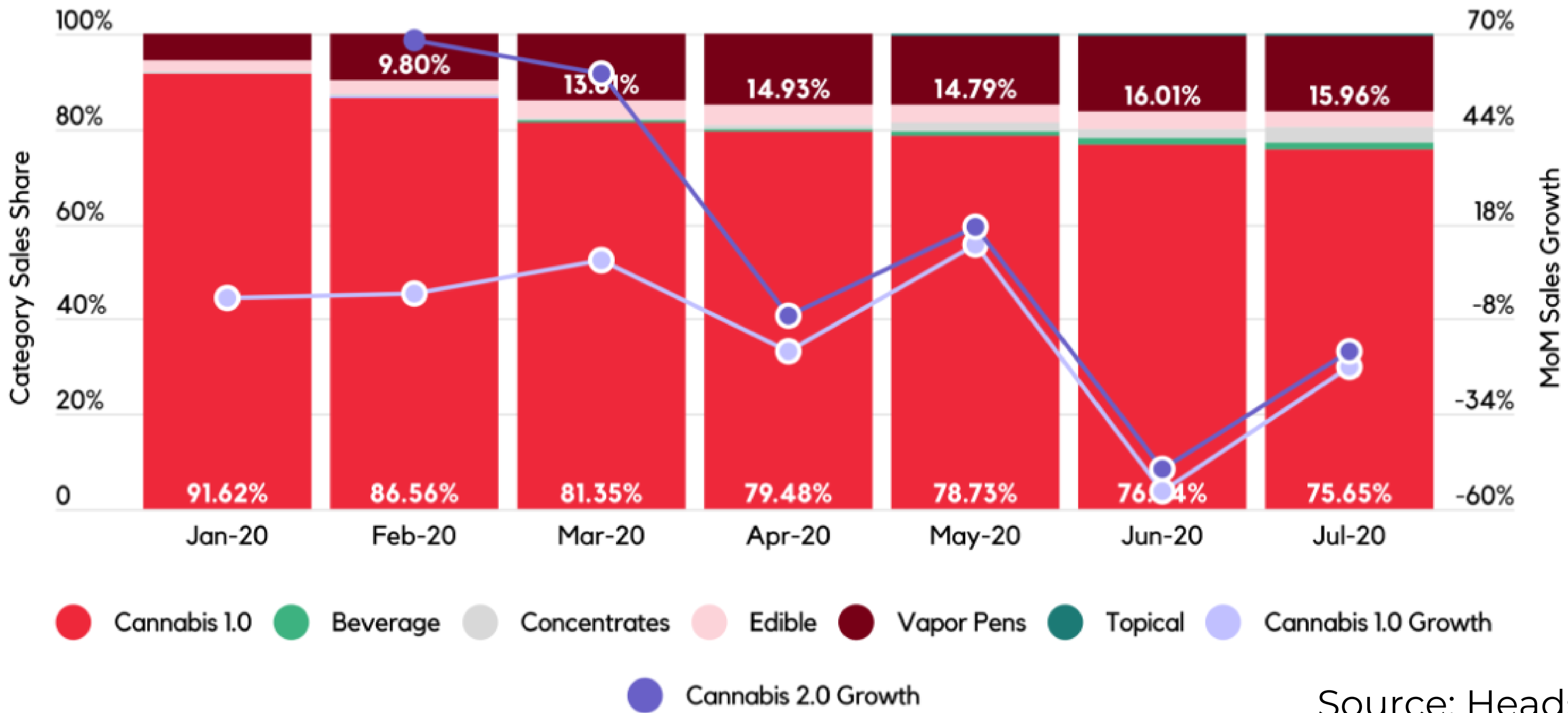
Source: Verilife and Headset

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Source: Marijuana Business Daily

# Introduction of Cannabis 2.0 categories

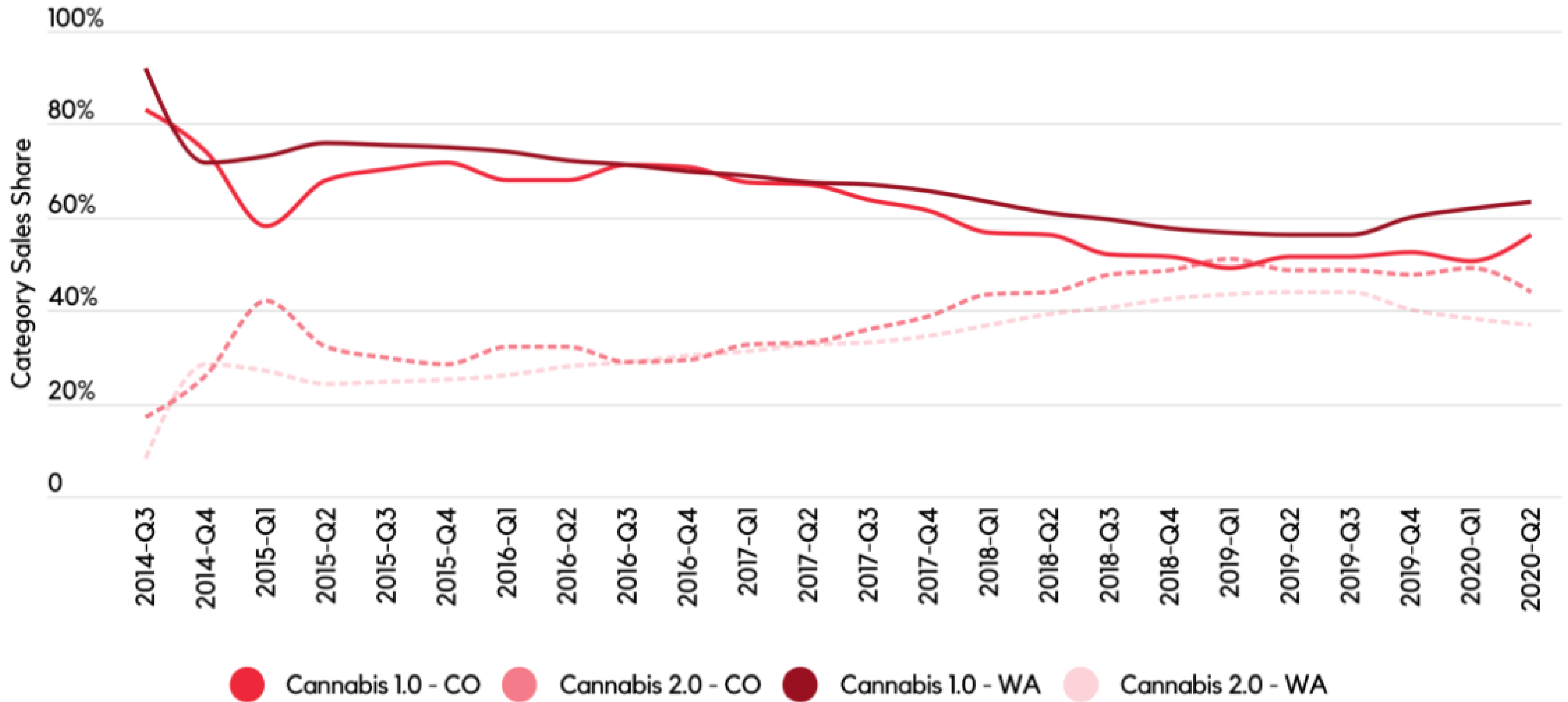
CATEGORY SALES MIX POST CANNABIS 2.0 LAUNCH - TOTAL CANADIAN MARKET



Source: Headset

# Category shifts in developed markets

HISTORIC SALES SHARE OF CANNABIS 1.0 VS 2.0 CATEGORIES - WA & CO



Source: Headset





- **Cannabis sales have slightly increased since COVID-19**
- **Consumption behavior consistent across generations**
- **Cannabis 2.0 (Beverages, Concentrates, Edibles, Topicals, and Vapor Pens) growing categories**

# CHALLENGES



# 280E Tax Code

Marketing  
budget

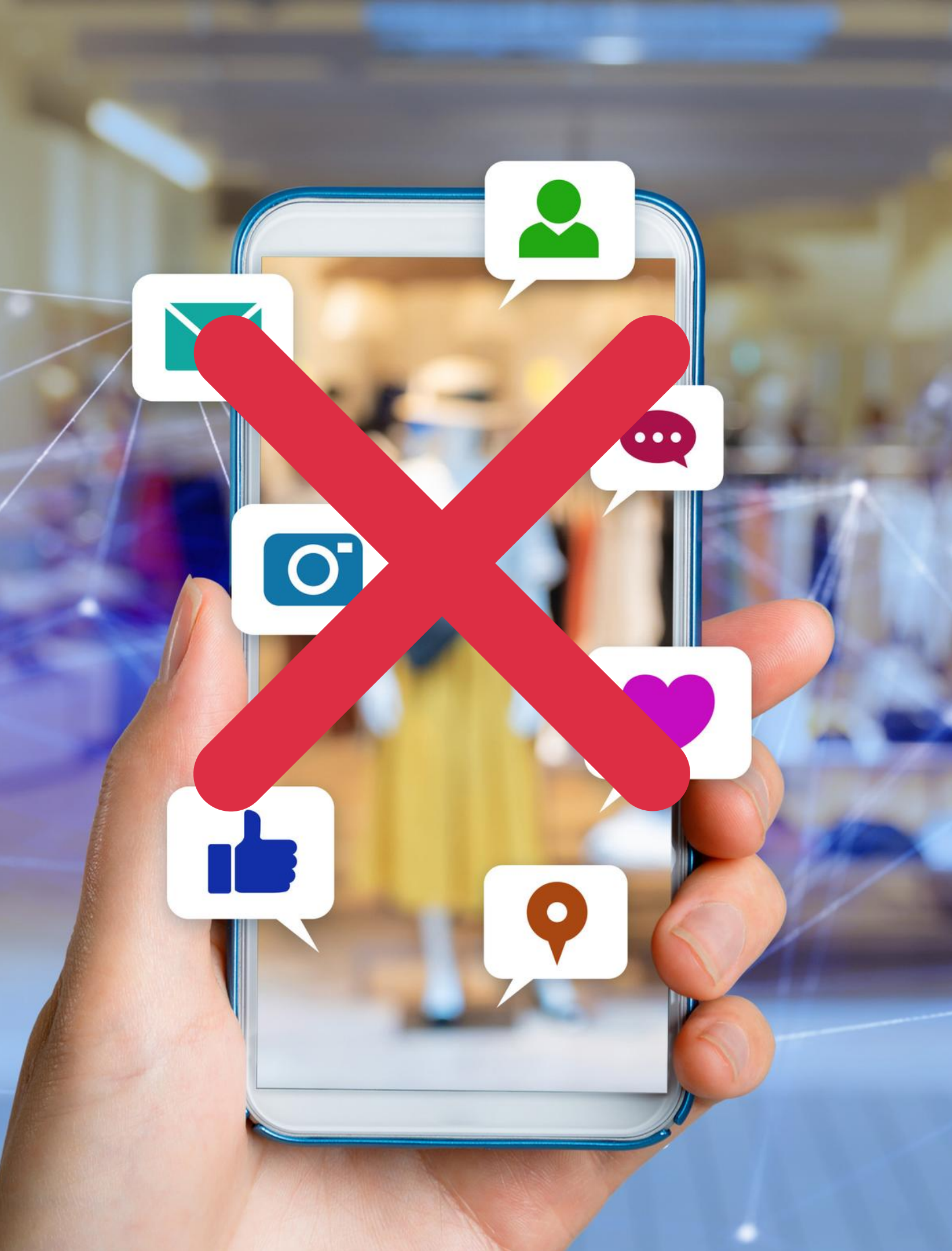


	Non-Cannabis Business	Cannabis Business
Gross Revenue	\$1,000,000	\$1,000,000
Cost of Goods Sold	\$650,000	\$650,000
Gross Income	\$350,000	\$350,000
Deductible Business Expenses	\$200,000	\$0
Taxable Income	\$150,000	\$350,000
Tax (30%)	\$45,000	\$105,000
Effective Tax Rate	30%	70%

Source: National Cannabis Industry Association



**REGULATIONS**



# **Paid Facebook, Instagram, Adwords are off limits**

...plus Shadow Bans

# CONTEXT





# MARIHUANA

**WEED with ROOTS In HELL**

**NOT RECOMMENDED FOR CHILDREN**

Smoke That Gets In Youth's Eyes



What Happens at Marihuana Parties



**WEIRD ORGIES  
WILD PARTIES  
UNLEASHED  
PASSIONS**

**MISERY**

# Language

# medical marijuana



drug medicinal cannabis marijuana weed ganja  
prescription law therapy therapeutic dangerous  
addiction formula narcotic cancer  
deals leaf cure stress dope abuse  
plant stress dope abuse  
marihuana smoker warning leaves  
culture healthy pain grass health  
green  
agriculture pot intoxication prescribed  
hemp psychoactive cigarette approved remedy  
addictive molecular medicine alternative legalization  
herb dose chemistry high relief molecule  
glaucoma healthcare stash pleasure  
herbal vice grow illegal medicated nature  
relax natural doctor smoke joint  
forbidden growth science  
treatment legalize chemical thc  
bottle scientific legal  
prescribe medication  
approved



# THE DRUG WAR

**40,000** cannabis prisoners in the U.S.

Black Americans are arrested for violating cannabis possession laws at nearly **4x** the rates of whites, despite equal consumption rates.

**80%** of the federal prison population is Black or Latino



# Innovation



- **Try Cannabis 2.0 products with your adult-children**
- **Prepare for bootstrapped marketing budgets**
- **Educate yourself on the history of cannabis prohibition & its social implications**
- **Innovation in cannabis is getting to parity (for now)**



# Thank You

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