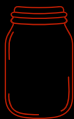


10

Simple Tips
That Make Your Brand
Sticky And Get Your
Sales Soaring.

x

W t f



When a state like Nevada
runs out of pot,
you know there's a market.
But so does your competition.

#1

Identity



Everyone clear on
compliance? There's a lot
of smoke out there. Let's
cut through the haze.

#2

Audience



Product, service,
technology, grower, flower,
strain, collective, community.
Wow. There's a lot to inhale.

#3

Destination



Medical or
recreational, there is a
revenue stream we need to
wade through.

#4

Path



There's
no "can't" in
cannabis. Let's
get rolling.

#5

Content



What's
your story?
Let's tell
it.

#6

Attention



Smarter.
Better. Brighter.
Yeah,
be that.

#7

Direction



It can be a bit like
drinking from a firehose.
But at least you have help
with a bit of Resin.

#8

Competition



Don't be all things
to all people. Be one thing
for a specific customer.
Be the brand terpene
for your customer.

#9

Invest



Never
play it safe.
Is beige a color?
Don't be that.

#10

Storytelling



Knowing your digital-ness is good, but people are more than a search, they want to see, touch, hear, watch, and be part of your brand. Give them your brand texture.

ResinAdvertising.com
[/BeyondDigitalStorytelling](http://BeyondDigitalStorytelling)