



# WHEREZ*HEMP*

MEDIA, OUTREACH & CAPABILITIES



Get seen.  
Get leads.  
Get sales.



- **Data Solutions**

Collection & Management of Contacts

- **Lead Generation**

Closing-Oriented Outreach on all Fronts

- **Marketing Strategies**

Effective Tips, Trainings, Strategy Meetings

- **Digital Advertising**

Display Ads, Social Media, Video Podcasts

- **Sales Boost Systems**

Meticulously Built, Data-Driven Sales Funnels







## Problem

Limited marketing avenues for Cannabis, CBD & Hemp brands, with no control or targeting.

## Solution

Efficient digital tools that allow you to identify and target your ideal audience, generate real leads, and create lasting results.



# Don't strain yourself.

*We've got you covered.*

- The industry has regulations across the board and traditional media does not provide a space for cannabis, CBD, hemp brands to promote themselves.
- We help businesses navigate the murky waters of cannabis regulations.
- In addition to our business networking platform, we have also built **a suite of robust programs** that are specifically designed for canna-biz owners to run a 360 ad campaign and generate leads from every digital platform available.







**We are here to elevate your business.**

Working with WherezHemp means getting **digital marketing**, **sales** and **cannabis media** experts in your corner.



5-Times Winner of the ClickFunnels Two-Comma Club Award

 **Infusionsoft**  
Certified Partner

 **DIGITALMARKETER**



# 50K+ Members

*A dynamic community for cannabis pros,  
by cannabis pros.*

- We give a voice to all businesses within the cannabis market - from **cultivators, labs, manufacturers and dispensaries** to professional service providers such as accountants, attorneys, marketers and consultants.
- The cannabis professionals **network of WherezHemp has over 50,000 members** and it's growing every single day.
- Our community includes entrepreneurs, business owners, thought leaders and experts from all sectors of the cannabis eco-system.







# It's all about growth.







We created the *fastest growing* **industry insiders group** on LinkedIn, with 20K+ members.

**“CBD & Cannabis Professionals  
Business Network”**

**20,000+ Members**







# Email Campaigns

- Newsletters
- Sponsored Content
- Advertising Spaces
- Press Releases
- Dedicated E-Mails

**50K+**  
CONTACTS

WherezHemp Email Database currently has over 50,000 contacts and it's growing by the day.

All of our email campaigns **target our clients' ideal audience** in terms of industry specialization, company title and location.



# Display Banner Ads

Our programmatic advertising system is designed to put your ad in front of your next client.

When you advertise with WherezHemp, you get a complete set of banner ads, distributed across channels to promote your product / service to your targeted B2B or B2C audience.

Each campaign is optimized through the sizing and the positioning of the banners so that *exposure is not a matter of luck*.

- Medium Rectangle - 300x250 (47.5% of overall traffic seen)
- Mobile Banner - 320x50 (21% of overall traffic seen)
- Half Page - 300x600 (13% of overall traffic seen)
- Billboard - 970x250 (9% of overall traffic seen)
- Leaderboard - 728x90 (9% of overall traffic seen)







Data is our best friend.

**Location Analytics:** You'll have access to unique insights into your specific audience or location. Track footfall and visits to real-life locations. Understand and monitor the Who, Where, When and Why of your retail or brick and mortar locations. Get detailed demographic and temporal data for each visit.

**Commercial Addresses:** Easily generate mobile audiences from commercial addresses. Our technology will auto-generate polygons for uploaded commercial addresses to generate the mobile audience, providing insights, understanding, and targeting for these visitors.

**Residential Addresses:** Convert Residential Address lists into digital audiences with just a few clicks and generate highly targetable audiences.

**Age Targeting:** WherezHemp gives you the power to choose your audience composition. This allows age restrictive brands to stay safe and only target adult age groups.

**Responder Audiences:** By constructing a Responder Audience, users can draw insights and create demographic lookalike audiences to target other likely responders.

**Brand & Retail Audiences:** Search by name or category to select and build your retail or "physical world" audience. WherezHemp empowers you to decide what locations to include in the audience based on the results returned.





# Mobile Targeting

*Targeting mobile devices means targeting individuals.*

500 million US Mobile Advertising Id's (MAID) associated with a multitude of household demographic attributes such as age, gender, marital status, income, homeownership, charity, ethnicity, with hundreds of additional attributes to pick from.

## Granular Targeting

Highly targeted mobile audiences, better campaign response rates, and a deeper understanding of consumer behavior. We process over one hundred billion location data points each week from hundreds of millions of mobile devices doing all the heavy lifting.

## Location Analysis

Reporting contains an aggregate audience view that includes audience visits by day of the week, time of day and the audience's demographic profile -- gain specific and individualistic audience insights.







# The LinkedIn Connector

WherezHemp's signature program empowers our members to LinkedIn to its full capacity, and turn it into **a true marketing and sales machine**, that goes beyond just a social network platform, bringing in **real business**.

- Complete Profile Makeover that's specifically designed for lead generation
- Strategic positioning within the Big Data to connect you with **your actual target market**
- Compelling message copy and conversation templates to introduce, promote and differentiate your products.
- **100% delivery rate to new connections**
- 100-150 connection requests each day
- 20-50% connection rate
- 5-10% Click-Thru per Week **(5-15 New Leads)**



# Get heard.

Shows on our affiliated cannabis broadcasting network are distributed to all of the major video and podcast channels.

We make sure that *your* message finds *your* crowd.







## Podcast Ads

- 8 different shows, all original programming.
- Each production has a unique theme, a targeted audience and a distinct flavor.
- 1K Channel Subscribers
- 30K+ Video Impressions
- 5K+ Views

\*A Nielsen study shows that podcast ads can be 4.4 times more effective compared to banner ads.



## What other cannabis entrepreneurs say:

"I have not seen anything that compares to this platform; it provides everything a producer can ever want; it's ***covers all bases in one easy to use interface...***"

Dallas D.

"Sign-up, set-up 75% of our account... and receive ***our 1st order within the first 48 hours...***"

Garret P.

"WherezHemp allowed to us to directly get in touch with our target market. We had ***instant access to hundreds of leads!***"

Joseph S.







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