



# Advertising With Marijuana Doctors



A NEW KIND OF HEALTHCARE  
[www.marijuanadoctors.com](http://www.marijuanadoctors.com)

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# INTRODUCTION: HOW TO MARKET MEDICAL MARIJUANA

If you work in the legal marijuana industry, you know this is an exciting time. The cannabis industry is booming in the United States, and it's expected to keep growing. Analysts predict recreational and medical marijuana sales [will hit \\$11.7 billion](#) in 2018, increase by 25 percent in 2019 and reach \$25 billion in seven years. Currently, a majority of Americans — over 60 percent — believe marijuana should be legal.

With such a positive outlook for the industry, one would think that marijuana dispensaries, producers, retailers and all entrepreneurs in the business would have it made. However, despite the industry's success and hopeful future, marijuana businesses face significant challenges when it comes to cannabis advertising and reaching a wider audience.

Businesses cannot advertise their marijuana products however they wish. Many rules and regulations apply, preventing dispensaries and other establishments from developing effective marijuana marketing plans. Business owners wonder how to market cannabis when many of the marijuana advertising laws are confusing. Similarly, some of the most popular marketing and social media platforms do not provide clear advertising rules to guide marijuana companies.

Advertising is critical to all businesses. Through advertising, businesses communicate messages about their products or services to existing and potential customers. In general, advertising enables companies to:

- Promote a product or service
- Educate consumers about the benefits of a product
- Target a demographic
- Stand up to competitors
- Remind existing customers of their value
- Be active in their community



Because marijuana is still illegal on a federal level, many media sources are hesitant to allow dispensary advertising and promote marijuana products and brands. But when cannabis cannot be advertised, it cannot reach consumers. Advertising is especially important in the cannabis industry because it can be used to educate consumers about the benefits of marijuana. Many people have a lot of questions about cannabis and its use, and there is so much for consumers to learn about the marijuana plant.

Despite the challenges, marijuana businesses can find ways to promote their products and make an impact legally. In this guide, we'll explore your advertising options as a cannabis establishment, with the goal to help you boost your brand. We'll cover:

- How to legally market cannabis
- Why marketing is essential for the marijuana industry
- The laws and regulations of marijuana advertising
- Why choose MarijuanaDoctors.com as your marijuana marketing network

At MarijuanaDoctors.com (MD), [we are proud to help](#) businesses succeed in this thriving industry. Many studies prove that marijuana offers [a host of health benefits](#), from reducing inflammation to treating chronic pain. We are excited to help your company grow and spread the word through advertising.

# CHAPTER 1: ADVERTISING IN THE MARIJUANA INDUSTRY

Humans have consumed marijuana [for thousands of years](#) for a variety of reasons, including medicinal purposes. Cannabis was not prohibited in the United States until the 20th century. Thanks to many recent changes in marijuana laws, cannabis is making a huge comeback in new and exciting ways.

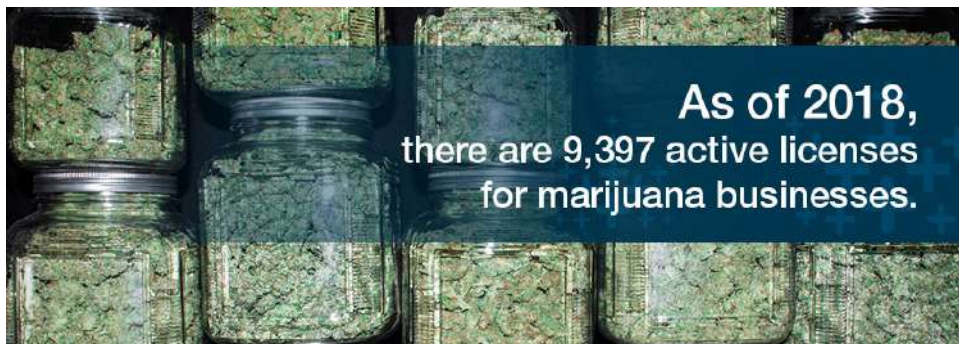
## How the Marijuana Industry Is Growing

Cannabis is more prominent in communities around the country. Americans are recognizing and beginning to value marijuana as a medicine and as a recreational alternative to alcohol or tobacco products. Recreational marijuana is now legal in nine states, and medical marijuana is legal in 37 states to date.

Views have evolved and continue to change since Richard Nixon signed the [Controlled Substances Act of 1970](#) and listed marijuana as a Schedule I drug. To prove this point, consider these statistics:

- As of May 2018, it's estimated there [are over two million](#) legal medical marijuana patients in the country.
- According to a California study, [92 percent of medical marijuana patients](#) agree that medical marijuana works.
- A CBS News survey found that [63 percent of Americans](#) say marijuana is less dangerous than other drugs.

A deepened appreciation and demand for cannabis products have created the perfect environment for marijuana company growth. For example:



- As of 2018, [there are 9,397 active licenses](#) for marijuana businesses which include cultivators, manufacturers, retailers, dispensaries, distributors, deliverers and labs.
- The industry employed 121,000 people in 2017, and, if it continues to grow, will employ an estimated 292,000 by 2021 according to BDS Analytics.
- Sales will rise to \$21 billion in 2021.

Also, companies are not planning to settle on common products. Marijuana businesses are welcoming fresh product ideas which will keep the market stable. Companies will expand as they [develop new cannabis products](#) such as skin and beauty care products, marijuana-infused beverages, refined cannabis chocolates and cannabidiol (CBD) dog treats.

## Why Advertising Is Important in the Marijuana Industry

Advertising is critical for any business. Effective advertising helps companies grow and sell their products. When it comes to products customers can consume, advertisements are crucial.

For example, as a consumer, would you prefer to take medical marijuana from a company you've never heard of before or from the one you recognize from ads you've seen online? Most people want to know their medicine is safe and from a reputable source, which advertising helps establish.

Also, advertisements are not just meant to captivate consumers and win their loyalty. Business owners attract valuable employees through advertising as well, which in turn, helps a company flourish.

There are plenty of reasons advertising is essential for a company's success regardless of their product, such as:

- Changes negative or outdated perceptions about products
- Increases brand awareness
- Helps introduce new products
- Targets an audience
- Explains product benefits and improvements
- Brings traffic to the company website to convert visitors into customers
- Spreads the news about a sale or promotion
- Provides basic contact information
- Helps beat competition
- Prompts action
- Reminds existing customers about a product
- Helps recruit staff



Nixon's War on Drugs has cast a shadow over cannabis consumption for most of the 20th century. However, in the 21st century, marijuana business owners have endless opportunities to change old views. As you will see in the next chapter, it may not be easy, but marijuana advertising is a necessity nonetheless.

## Reasons Growth Through Advertising Is Important

Companies cannot grow without consumers. To reach consumers, you must communicate with them. While word of mouth may be enough to sustain a very small business, it's not the best marijuana marketing strategy for companies who want to expand in significant ways.

Also, if you were the only cannabis company in the country, you probably wouldn't need to advertise. However, as the market grows, it will also become more competitive. To stay ahead of the competition, you need to connect with your consumers. To connect with your consumers, you need to advertise.

The truth is, most consumer [decisions are memory-based](#). Advertisements that speak to a consumer's identity will stick in their mind. Consumers are more likely to purchase a product that fits their social identity.

For example, imagine a 32-year-old woman is interested in purchasing a cannabis product. She sees two different marijuana ads — one of a male senior using a cannabis product, and another of a 30-something female using a cannabis product. Which company would this consumer most likely prefer? It's likely she'll choose the company she identifies with most. Here are a few more reasons to grow through advertising:

- Advertisements can prove you are an expert in your industry.
- Advertisements help build trust and customer loyalty as well as a stronger sense of pride among workers.
- You can sell products in a new way through advertising.
- Advertising gives you the chance to connect emotionally with your audience.

If consumers feel that your products represent who they are and what they believe in, they are far more likely to not only remember your product but also choose you over a competitor.



Businesses need to be compliant with marijuana advertising laws and regulations.

Cannabis entrepreneurs agree that image, marketing and reaching out to the community matter a lot. According to successful cannabis entrepreneurs, businesses [need to be compliant](#) with marijuana advertising laws and regulations. They should also support community activities, stay focused and hire a great team to be successful.

Perhaps most importantly, advertising allows you to educate consumers about a new product and eliminate negative beliefs about marijuana. Consumers have a lot of questions and concerns about cannabis products, especially those who are unfamiliar with marijuana benefits. If you want to reach a wide audience, consumers need to understand your product and feel comfortable making a purchase.

## Questions Companies Might Have About Advertising Marijuana

As a cannabis business owner, you probably have tons of questions about marijuana advertising regulations. The cannabis industry is relatively uncharted territory in the United States, at least in a modern context. Some of your questions might include:

- Where am I able to advertise marijuana and where is it prohibited?
- Can ads only be viewed by adults?
- What exactly can advertisements promote?
- Must ads contain warnings?
- What digital platforms can I use?
- How much should I spend on advertising?
- What are the laws and regulations in my state?
- Is educating the customer considered advertising?

Although most of the answers to these questions vary depending on your state, we strive to give you an idea of what to expect in the next chapter.

## CHAPTER 2: MARIJUANA ADVERTISING LAWS AND REGULATIONS INDUSTRY

Laws vary between states, and they depend on the channel used. For instance, 12 states with legalized marijuana [have no restrictions](#) on digital advertising or marketing, while 17 states with legalized marijuana have restrictions on digital advertising and marketing.



To know what steps you need to take to market your cannabis product, the first thing you need to do is research the marijuana advertising laws within your state. The Interactive Advertising Bureau (IAB) is [an excellent place to start](#).

To provide an example of current cannabis advertising laws, let's look at Washington state. In Washington, medical marijuana became legal for patients [with debilitating conditions in 1998](#). In 2012, adults were allowed to possess up to one ounce of recreational marijuana obtained from a state-licensed marijuana store. Along with Colorado, Washington has a long history with legal marijuana compared to other states.

So, how do companies advertise their products in Washington? The Washington State Liquor and Cannabis Board provides a good overview [of marijuana advertising laws](#). According to these laws, all marijuana labels and advertisements shall not contain any picture or statement that:

- Is misleading or false
- Encourages overconsumption
- Depicts the use of marijuana has therapeutic effects or cures users
- Illustrates minor consuming marijuana or appeals to a minor or person under age 21 in any way

Other general marijuana laws in Washington include:

- Marijuana advertisements shall not be placed within 1,000 feet of schools, playgrounds, child care centers and the like.
- Cannabis ads shall not be placed on or in public transportation or on any publicly owned property.
- Giveaways and coupons are banned.
- All advertising must contain warnings related to health and operating machinery.

Colorado has similar laws, but some are more confusing such as:

- Retail marijuana establishments are prohibited from advertising on the Internet if more than 30 percent of their audience is expected to be under the age of 21.
- Advertising in a medium designed to target individuals outside of Colorado is prohibited.
- Colorado also restricts the use of pop-up advertisements on the Internet.

Again, the laws vary by state. However, there are certainly similarities between state marijuana advertising laws, and many times the laws are not clear.

## How Do Laws and Regulations Limit Marijuana Companies' Options?

Cannabis companies have it rough when it comes to advertising laws. Many of the laws are difficult to understand or do not present clear guidelines. Business owners may feel anxiety about the correct interpretation of the different regulations, and they might avoid advertising altogether. Besides ambiguity, here are a few more ways laws limit cannabis advertising options.

### 1. Cannot Advertise Where Minors May See

It seems to be common sense — you wouldn't put a billboard for cannabis products at a playground for the same reasons you wouldn't advertise alcohol or pain medication there. However, state laws complicate the situation.



For example, consider the laws in California. In California, marijuana advertisements may only be displayed where at least [71.6 percent of the audience](#) is expected to be 21 years of age or older. How do companies determine that precise percentage? Companies may be better off advertising where they know minors are not allowed which can be tricky, and limited.

## **2. Cannot Advertise on Popular Digital Platforms**

Companies face many digital limitations as well. Although there are not any laws that specifically state a company cannot advertise on Facebook or Google, these platforms have a right to deny marijuana company advertisements — and they do.

Popular online platforms like Facebook and Google do not allow cannabis or any drug-related advertisements on their sites, and likely won't until marijuana is legal on a federal level. As a result, cannabis companies do not get to benefit from using these platforms, and they have to find other ways to connect with a vast audience.

## **3. Cannot Advertise Through Federally-Regulated Mediums**

Many laws limit how companies can advertise on TV and the radio because these mediums can cross state lines or catch the attention of children. The TV and radio are also regulated by the Federal Communications Commission (FCC) which can restrict options. The federal laws are so unclear about marijuana advertising that many media and cannabis companies are unwilling to take a chance.

Likewise, the U.S. Postal Service says advertisements for the sale of marijuana [are non-mailable](#) even in legal states because cannabis is still federally illegal. This limits print publication options.

Companies must be cautious with their advertisements and the words and images they use, as well as where they place ads. This can be a stressful, time-consuming process which requires strategy and creativity.

## How Could Marijuana Companies Be Penalized for Incorrect Advertising?

First, to avoid penalties, marijuana advertisements should not violate general advertising rules. For example, ads must be [truthful and evidence-based](#) according to the FCC.

Companies who violate advertising laws could be sued and ultimately put out of business. Or, business owners could face thousands of dollars of [fines or imprisonment](#). For example, in Washington state, businesses could receive a \$1,000 fine for each violation of the 1,000-foot-rule.



Then, there is the issue of federal control. The Controlled Substances Act (CSA) says advertising for [Schedule I drugs is a felony](#). This complicates newspaper advertising even though the Rohrabacher-Blumenauer amendment protects legal states from federal prosecution.

Any business needs to consider advertising laws before they start a marketing campaign. However, cannabis companies need to be extra cautious because they are trying to sell products which are still considered federally illegal.

# Medical Marijuana Advertising Laws vs. Recreational Marijuana Advertising Laws

Both medical and recreational marijuana companies need to consider how they advertise their products because regardless of the intended use, both types of cannabis should not target an underage audience. However, medical marijuana companies may have some advantages over recreational companies when it comes to advertising.

## 1. Medical Marijuana Advertising Laws

Businesses that solely focus on medical marijuana have the benefit of being able to advertise for educational purposes. As long as they do not provide misleading information, companies can use educational campaigns to promote their product, while still following the rules and regulations of their state.

Take Minnesota's medical marijuana advertising rules as an example. Minnesota permits the display of a manufacturer's business name and logo on medical cannabis websites as long as it does not contain images of cannabis or paraphernalia, colloquial references, names of plant strains or established medical symbols. It seems that companies should avoid suggesting medical marijuana has recreational value in any way or is associated with conventional medicine.

For medical marijuana businesses, it makes sense to advertise with an informative, educational tone. However, recreational marijuana companies may find it more challenging to appeal to their audience using a cautious voice.

## 2. Recreational Marijuana Advertising Laws

Regarding recreational cannabis, educational materials are acceptable forms of advertisement if they "do not make claims about marijuana's medical or therapeutic value." This is because recreational licensees are prohibited from advertising the therapeutic properties of marijuana, according to Washington state law, for example. In Washington, companies can use a website to promote their company and recreational products if they do not use their website to sell products.

Recreational cannabis companies have to communicate the effect of their product without claiming any therapeutic properties, which might be challenging. They also can't glamorize cannabis, promote overconsumption or appeal to minors. Recreational businesses must choose their words, images and overall messages very wisely.

## Do Marijuana Advertising Limitations Differ Depending on the Type of Marijuana?

Advertising rules and regulations apply to all marijuana products, regardless of strain or form. However, it gets tricky with cannabidiol (CBD), [the non-psychoactive chemical](#) in the marijuana plant.

The Drug Enforcement Administration (DEA) says any product that contains tetrahydrocannabinol (THC) is illegal. However, some CBD products are considered CBD-only if they have [less than 0.3](#) or 0.5 percent THC. So, a company might think they can advertise CBD products without worry, but they could be wrong. They need to research their state laws regarding CBD and cannabis products first.

## How Do These Laws and Regulations Limit Marijuana Companies?

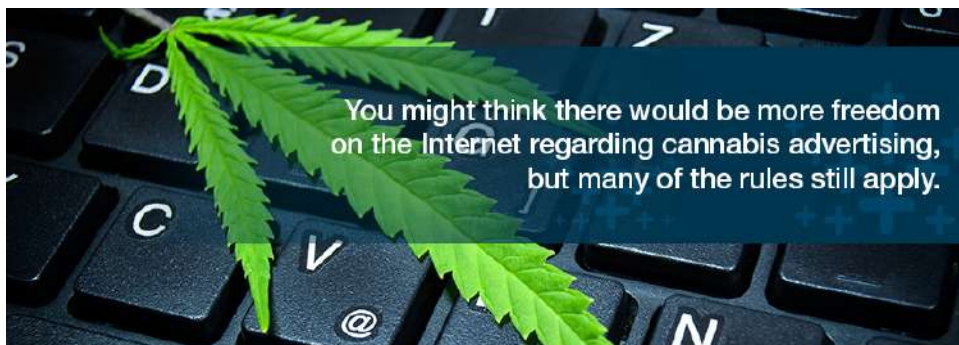
We looked at the ways advertising laws and regulations limit cannabis advertising options. When companies have limited options, they:

- Are limited in how they can educate customers about their medical cannabis products if they can't use images on their websites.
- Must make sure not to target minors in any way whatsoever in labels, logos or any form of advertising.
- Must approach advertising cautiously and strategically at all times.

In other words, companies can't unleash their imaginations and advertise their products however they wish, and consumers should not expect to see alluring cannabis commercials on late night TV as long as cannabis remains on the controlled substances list.

As a result, marijuana businesses might struggle to communicate or connect with a broader audience through advertising. They will have to try harder to spread their brand and win new customers. They also have to put more time and energy into retaining customers with careful advertising.

## CHAPTER 3: THE LIMITATIONS OF MARIJUANA MARKETING



You might think there would be more freedom on the Internet regarding cannabis advertising, but many of the rules still apply. Nevertheless, companies are embracing digital platforms to build brand awareness. They just need to know how to do it right.

In this chapter, we'll look at digital marketing options available to cannabis companies as well as the limitations. Considering that the majority of consumers spend time online every single day, the Internet may be the perfect place to reach your audience.

### What Digital Platforms Do Most Companies Use?

Some companies use social media platforms like Twitter to tweet information about their products, not ads. Companies can also use video platforms like YouTube to provide educational content.

Many companies create their own websites and attract consumers with content. Companies can create infographics, blog posts and videos on their site so visitors can view and share information with others.

Lastly, cannabis businesses can still take advantage of search engine optimization (SEO) and popular platforms like Facebook and Google if they use these platforms very cautiously. However, businesses need to know that these platforms can remove their content at any time without warning.

## How Do These Platforms Help These Businesses Grow?

Digital platforms help businesses build relationships with consumers, and they help accelerate business growth in the following ways.

### 1. Increases Brand Awareness

Digital platforms increase brand awareness. For example, someone who never heard of your brand before might see your company name in a news feed and learn about your company. If you connect with their identity as we mentioned in the first chapter, they will remember your brand.

### 2. Improves Customer Loyalty

Social media improves brand loyalty because business owners can engage with customers and develop relationships. Fifty-three percent of Americans are more loyal to brands they [follow on social media](#).

The point is that consumers do not want to be sold things. They want to be friends with businesses. They want the products they buy and the companies they buy them from to represent who they are.

Also, companies build greater brand authority when people see their knowledge and positive interactions with customers.

### 3. Encourages Conversions

Many individuals convert to customers via digital platforms because they have a chance to act. For example, imagine a customer watches an educational video on YouTube that prompts them to visit a company's site. Once they are on a company's site, they can click on a product and make a purchase. It's simple, convenient and almost instant.

Social media platforms are a great way to drive traffic back to a company's website. A cannabis company does not have to rely entirely on people who already search for their company and products.

Here are a few more reasons to advertise digitally:

- Digital advertising is typically less expensive than other forms of advertising.
- Companies can gain insight into consumer behavior via social media.
- Competitors are already doing it.

## Why Can't Marijuana Companies Use Traditional Marketing Strategies?



Cannabis companies have to tiptoe their way around the most popular digital platforms — Google and Facebook.

Unfortunately, cannabis companies have to tiptoe their way around the most popular digital platforms — Google and Facebook. It's estimated that Google and Facebook account for [73 percent of digital](#) advertising in the U.S. and control 83 percent of all digital advertising growth.

Online platforms like Facebook and Google do not allow drug-related advertisements, and this can have a negative impact on cannabis companies. According to Facebook's policies, [ads cannot promote](#) the sale of illegal, prescription or recreational drugs.

Before we discuss how these traditional platforms limit marijuana companies, let's consider their impact.

### 1. Google

There are [about 2.3 million Google](#) searches per minute. Without being able to use Google Ads, companies miss out on the chance to show up in the top Google search results. They also don't get to see which keywords work best.

Also, people click on about [one out of every 250 ads](#) they see while searching on Google, and about one out of every 1,961 ads they see on Facebook.

## 2. Facebook

Many existing and potential customers use Facebook every day. As of June 2018, there are [1.47 billion daily active users](#) on Facebook. Cannabis companies may miss the opportunity to reach Facebook users due to Facebook's rules.

Without being able to advertise on Facebook or Google effectively, marijuana companies have to find other ways to:

- Enhance visibility
- Be part of social recommendations
- Share news of company events
- Monitor advertising results
- Drive traffic to their websites
- Engage with customers

### How Do These Traditional Platforms Keep Companies From Advertising?

If you decide to advertise on a popular digital platform, prepare for the unexpected because they may do one of the following:

- Remove and ban your accounts
- Not provide guidance on what type of content is allowed
- Remove content without notice after you've spent a lot of time building up a following
- Act inconsistently, causing greater confusion

## What Other Limitations Do Marijuana Companies Face When Looking for Digital Marketing Strategies?

Not all digital platforms are as finicky as Facebook and Google. However, even platforms that are cannabis-friendly pose certain limitations. For example:

- Other platforms that allow marijuana advertisements may be hard to find or do not show up in search results.
- Some social media platforms have small audiences of individuals who already use cannabis products, meaning companies can't easily reach consumers who are curious about marijuana.
- Companies still must be careful not to include misleading information or advertisements that appeal to minors.

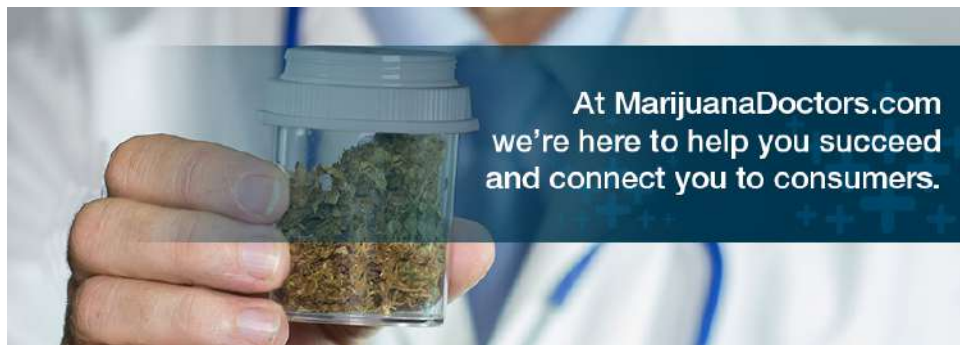
## Where Do These Limitations Leave Marijuana Companies?

By this point, you're probably wondering what you can do to advertise effectively and with peace of mind. However, as difficult as it seems, there are still options. The cannabis industry is booming and ready to break through advertising barriers, albeit very cautiously. Here's how companies manage to bend the rules and get their brand out there:

- Companies "sneak" ads on Facebook.
- Some companies create fake Facebook and Instagram pages to test what they can and cannot do.
- Companies rely on their own websites to communicate with customers.
- Many companies hire influencers to share information about their products.

Despite the above methods, a lot of companies feel lost about the rules and regulations, and they aren't sure where to turn. They demand guidance and clarity, but popular platforms are yet to accommodate them.

## CHAPTER 4: WHY MARKET WITH MARIJUANADOCTORS.COM



It's understandable if you feel like you only have a few options when it comes to marijuana advertising, and it's true that many challenges exist. At MarijuanaDoctors.com, we won't leave you guessing. We're here to help you succeed and connect you to consumers.

We've been here from the early days of marijuana legalization, and we have established a name synonymous with reliability, trust and security in the cannabis industry. Our site was founded to support patients seeking legitimate cannabis-certified doctors and to provide answers to pressing questions about medical marijuana.

We aim to make the recommendation process easy, comforting and transparent for patients, physicians and dispensaries. So far, we've helped certify more than 237,000 patients, and that number continues to grow.

We understand it's not easy to enter the industry when so much uncertainty exists, but we are excited to guide you. So, why advertise with MD? Let's get started.

## How Has MarijuanaDoctors.com Grown Its Presence?

When an individual has a question about marijuana, whether they are a medical marijuana patient or not, they visit MD to find the answers they need. As marijuana becomes more prominent in communities across the country, our audience expands. Here is how we've grown over the past years, and reasons we will continue to do so.

### 1. Increased Traffic Growth

We are the top-ranked search listing for many keywords related to medical marijuana, so it's easy for those who search the web for answers to find us. This, plus our extensive network of patients, doctors and dispensaries has helped our traffic grow substantially. Since 2016, we've experienced:

- Over 56 percent increase in total visits, from 3,675,514 to 5,756,757.
- Fifty-five percent increase in total users, from 2,754,984 to 4,270,309.
- Over 46 percent increase in page views, from 11,125,764 to 16,256,735.

Our social media presence continues to grow as well, as cannabis becomes more popular and accepted. Currently, we have:

- Over [700,000 followers on Facebook](#)
- Over [1,500 YouTube subscribers](#)
- Over [17,000 followers on Twitter](#)

Consumers are looking for answers. They want easy-to-understand resources to educate them about cannabis and its history, effects and methods of use. They want reliable connections to doctors and dispensaries that are looking for customers but aren't sure how to advertise. They know they can find what they need on this site.

### 2. Present on Industry-Relevant Sites

We are recommended in High Times and featured on [the National Cannabis Industry Association's blog](#), as well as other industry-related sites.

### 3. Seen on Major News Networks

We've caught the attention of major news networks over the years, and have been featured on:

- ABC
- [CNBC](#)
- Good Morning America
- Bloomberg
- Daily News
- CNN
- CBS

### 4. Partnered With Industry Leaders and Experts

We proudly belong [to the following organizations](#):

- American Academy of Cannabinoid Medicine (AACM)
- The National Cannabis Industry Association (NCIA)
- The Minority Cannabis Business Association (MCBA)
- The Marijuana Business Association (MJBA)
- Affinity Bio Partners (ABP)
- The National Organization for the Reform of Marijuana Laws (NORML)
- Americans for Safe Access (ASA)

### 5. Committed to Organic Growth

We are committed to continual organic growth, and we plan to support growth through our:

- Dedication to excellent customer service
- Commitment to increasing traffic more each year
- Commitment to reaching a wider audience by continuously adding new, informative content to the site and staying up to date on the latest news and research
- Focus on expanding our network of doctors, patients and dispensaries

## Who Uses MD?

All kinds of people use MD, whether they are looking for information about a specific medical marijuana treatment or want to find a certified doctor in their area easily. To break it down, here's the majority of our site subscribers and visitors:

- **Patients:** Patients who want to learn more about obtaining a medical marijuana card, laws in their states, or how to connect with a doctor or dispensary use MD.
- **Family members:** Family members of medical marijuana patients visit MD to find reliable information and resources.
- **Marijuana-certified physicians:** Qualifying physicians who want to reach patients and schedule appointments easily and legally join MD.
- **Non-certified physicians:** Physicians who are considering a medical marijuana certification use MD as a resource.
- **Dispensaries:** Dispensaries and companies that want to connect with physicians and patients, and safely advertise their products and to drive traffic to their site use MD.
- **Anyone who is looking for information:** Anyone who is curious about legal marijuana and wants accurate, helpful information is drawn to MD.

## Why Are People Using MD?

There are many marijuana industry resources on the web. Patients, doctors and dispensaries choose MD over other sources and networks for the following reasons:

- MD was the first online network to connect doctors with patients.
- MD is a trusted name in an emerging industry.
- MD already has an established online presence.
- MD is committed to growth, and it shows in the content and customer satisfaction.
- MD is easy-to-use, convenient and secure.
- MD offers compassionate customer service and a resource-rich database to help site visitors navigate new, and often confusing, territory.
- MD makes it easy for patients to find doctors and dispensaries they can trust.

## How Is MD Adapting With the Marijuana Industry?

Laws and perspectives frequently change in the cannabis industry. We make a constant effort to educate consumers about the newest regulations and research and to stay connected with consumers as viewpoints evolve. Some of the ways we adapt to a developing industry include the following.

### 1. Creating New Advertising Outlets

MD not only educates patients about products but promotes products for dispensaries and targets audiences depending on the nature of their condition.

### 2. Continually Creating New Content

MD keeps track of the latest marijuana news and regulations and any changes that have been made, so our customers don't have to waste time doing research. We upload new content to the site as well as popular social media platforms to reach a wider audience.

### 3. Regularly Contacting Users

We keep in touch with site users and subscribers via email and blog posts to keep them informed and connected. Site visitors can sign up to receive free monthly newsletters to stay updated on recent changes or current scientific findings.

## Why Should You Market With MD Instead of Other Available Options?



MD makes it easy and secure for patients to connect with doctors, shop and browse resources. Unlike platforms such as Facebook or Instagram, MD users can book a telemedicine visit, stay on top of medical marijuana patient requirements, fulfill medical marijuana recommendations and schedule a delivery.

Patients and physicians turn to MD [as a trusted name](#). Your company will benefit from all the features MD offers patients and physicians.

## Why Is Marketing With MD More Beneficial Than Other Platforms?

Here are MD features you can't find with other platforms:

- **Customer support:** MD offers unparalleled customer support and clear advertising guidelines.
- **Expertise:** Other cannabis advertising networks are not established like MD and do not offer the same level of knowledge.
- **Traffic:** MD has seen a recent surge in online traffic.
- **Reliability:** MD is a reliable source of information not only for individuals who already use marijuana products but also for new patients who have many questions and concerns.
- **Dispensary features:** Your company will benefit from the unique features MD offers through the dispensary portal.
- **Patient relationships:** You'll have the ability to consult with patients online — a convenient feature that patients appreciate but other popular platforms do not offer.
- **Connections:** Your virtual dispensary listing will act as an individual landing page on the MD site helping you connect with thousands of patients.
- **Success tracking:** From the producer dashboard, you can track the success of your campaign exactly like Google Ads — without the threat of getting banned.
- **Email campaigns:** You'll get to use email campaigns to spread the word about your business.
- **Detailed insight:** You'll receive detailed information, such as cities with the highest search volumes, to help you choose a dispensary location. MD also provides information about establishing an online presence with geo-targeted territories.
- **Protection:** You'll enjoy protection against liability — not the case with other platforms.
- **Savings:** MD members enjoy a streamlined process, saving you time and money.

MD strives to help dispensaries succeed, not like other platforms that work to keep dispensaries off their sites.

## How Is MD Acting as a Solution for Companies That Have No Other Marketing Options?

Any cannabis company could become anxious over the thought of advertising. There are so many vague regulations, and one mistake could be disastrous for a company's reputation or budget.



MD takes the stress out of interpreting rules and regulations. With MD, companies do not have to worry about dodging fines or losing social media followers — they can advertise in peace. They can focus more on developing quality products and building brand awareness at their own pace while MD takes care of the rest.

MD was created to help the medical marijuana industry grow, and to help patients find answers and assistance. MD has the same commitment to helping dispensaries find effective marketing solutions.

# CHAPTER 5: HOW TO MARKET YOUR BUSINESS WITH MARIJUANADOCTORS.COM

How does MD marketing work? In this chapter, we'll outline your MD marketing options, how much it costs and service highlights. First, let's look at your marketing options.

## 1. Profile Listing

When a customer is considering a business, they need to know basic information right away. If they become frustrated while searching for this information, it's likely they'll look elsewhere. Profiles should be easy to find and filter.



A profile listing through MD includes all the basics such as contact information, hours of operation, traveling range, whether you're accepting patients, steps to get started, products or services available and more. There's a space for a company bio to illuminate your unique characteristics and set yourself apart from the competition.

Also, customers can leave reviews and share your profile on social media. All of this is featured in an organized, user-friendly format, incorporating your business with MD's established name and brand appeal.

## 2. Banners

You can opt for banner ads on the MD site so patients can see your products as they search for information or resources. Whether site visitors click on your banner or not, your brand is still going to get noticed.

For example, in 2014, Google found that banner ads for the Android Wear campaign increased [brand recall by 15.8 percent](#). Compared to other forms of advertising, banner ads are an effective way to catch attention and lead consumers directly to your site to purchase products or learn more about your company. Pricing for banner ads is

customized based on your needs. Please contact Marijuana Doctors to learn more.

The screenshot shows the Marijuana Doctors website. The header has the MD logo, navigation links (ABOUT, FIND A DOCTOR, DISPENSARIES, LEGAL STATES, NON-LEGAL STATES, CONDITIONS, RESOURCES), and a search bar. The main banner is titled 'Anxiety Disorders' with the subtitle 'Home / Treatable Conditions / Anxiety Disorders'. Below the banner is a CBD Drip advertisement with the text 'WE HAVE SOMETHING FOR EVERYONE'. The page also includes sections for 'Doctors Near You' and 'Dispensaries Near You'.

### 3. Sponsorship

You can gain attention through MD's social media sites or blog posts without the fear of getting removed or banned. You'll also get to network with other cannabis companies, which is one of the [most effective ways to grow](#) your customer base and business.

### 4. State-Specific Email Blasts

Email marketing is a highly effective way to quickly target a large group of supporters and prompt action. With MD you'll be able to send state-targeted messages to subscribers. Email is a [great way to market](#) your business because:

- Email is an easy, inexpensive way to reach mobile customers.
- Many online shoppers subscribe to store or product emails to stay informed.
- Email marketing is versatile and can be personalized with a unique message.

You can also send national email blasts through MD — whatever you need to meet your business goals.

## What Services Do Companies Get When Marketing With MD?

We covered some of the ways to market with MD. Here's a rundown of services and benefits you'll enjoy when you join MarijuanaDoctors.com:

- **Optimized profile:** With MD you'll get an optimized profile to enhance your visibility easily. You'll get to customize your content to showcase your brand personality, and you'll have a custom title, tags, headers and meta descriptions to help with SEO.
- **Customized tracking number:** You'll get to track your success with monthly reports.
- **Banner ads:** Companies can add banner ads as an extra service.
- **Reviews:** Win customers' trust with reviews, and use reviews to gain insight. Positive reviews can boost sales, and negative reviews give you the chance to communicate with customers and show you care, you listen, and you want to improve your business for your customers.
- **Consultation:** When you partner with MD, you can depend on us to guide you and give you advice whenever you need.
- **Telehealth capabilities:** Patients can schedule a first-time consultation with dispensaries with the goal of finalizing their order and scheduling a delivery or pickup. When you advertise with MD, you'll have access to the telehealth portal.
- **Featured listing:** You can choose to become a featured advertiser and come up first in MD search results.

Finally, as an MD member, you'll gain access to a growing MD cannabis network. MD has integrated and automated the medical marijuana recommendation process to make it easy for patients to:

- Research their state's requirements
- Schedule appointments with certified physicians
- Find a dispensary to obtain their medication
- Order home deliveries or in-store pickups through participating dispensaries
- Renew their services

Because of the convenience, clarity and accessibility MD offers, our network continues to expand. When you join MD, you become part of this growing network of patients and physicians in need of your products and services.

## How Much Does a Dispensary Profile With MD Cost?



MD offers  
**4 types**  
of subscriptions.

Currently, MD offers four types of subscriptions. For dispensaries, you also have the option to add another location to a basic subscription for \$98 a month. For a dispensary listing, you can expect the following for each subscription level:

### **1. Basic Subscription**

The basic subscription is \$495 a month and enables you to:

- Upload products
- Manage patient appointments
- Conduct telehealth appointments
- Use call tracking

### **2. Featured City Listing**

For \$895 a month, the Featured City Listing option includes the benefits of a basic subscription, plus your dispensary will show up at the top of city listings.

### **3. Featured State Listing**

For \$2,500 a month:

- Have your dispensaries show up at the top of state listings
- Covers all your locations

## 4. Featured in Doctor State Listings

For \$10,000 a month:

- Have your own ads display in the MD doctors' section for your state
- Ability to upload your own ad designs

## How Much Does a Doctor Profile With MD Cost?

For doctors looking to outreach patients interested in medical marijuana, the field can be incredibly competitive. Based on your needs, we offer different levels of membership and different profile styles:

### 1. Basic Membership

For \$300 a month, you receive:

- Public listing for one location

### 2. Standard Membership

For \$895 a month, you receive:

- Public listing of your practice
- SEO optimized custom profile page
- Unique content specific to your location

### 3. Premium Membership

For \$1,250 a month, you receive:

- Access to automated technology suite which include appointment reminders and push notifications in our app
- Reminder System that contacts patients via phone call or voicemail
- Customer service and automated system for patients
- An additional location for brick and mortar location or telemedicine

### 4. Featured City Membership

For between \$5,000-\$10,000 a month, you receive:

- Static city listing of practice profile that will always appear at the top of search results for any zip code in city limits
- Unique phone number to track patient calls

- Monthly reporting to accurately track patients scheduling appointments through your profile

## **5. Featured State Membership**

For between \$10,000-\$30,000 a month, you receive:

- State specific listing that always appears as first result for any zip code within state
- Unique call tracking phone number to monitor patient calls coming from profile
- Monthly reporting to track patients driven to your practice via MarijuanaDoctors.com

## **6. Featured Nationwide Telemedicine Membership**

For \$100,000 a month, you will receive:

- Telemedicine specific listing for your practice
- Your telemedicine listing will appear at top of search results for any city or zip code within states where telemedicine is legal

## **7. Featured National Sponsorship**

For \$250,000 a month, you will receive:

- A National Sponsorship Listing
- You profile will appear first in all search results for any city, zip, or state in the US
- A featured spot on the MarijuanaDoctors.com site

## CONCLUSION: ADVERTISE WITH MARIJUANA DOCTORS TODAY

As you can see, a lot of confusion surrounds cannabis advertising laws. Marijuana businesses don't know where to reach customers, or how. Until marijuana is legal on a federal level, it's likely many digital platforms will continue to ban cannabis ads from their sites. However, that shouldn't hold your business back from reaching as many consumers as possible.

Your company can thrive in the rapidly growing cannabis industry despite hazy advertising rules. You can reach customers, sell your products and enjoy a profit so your business can continue to grow.

At MarijuanaDoctors.com, we make the marketing process easy, safe and dependable. Your business can set uncertainty aside and start connecting with customers today. To learn more about advertising with MD, fill out our contact form or set up your profile. With MD, you'll reach thousands of viewers who are looking for your products every day on our site — it's that simple.

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