
AGENCY DECK



BUDDING BUSINESS
PUBLIC RELATIONS | SOCIAL MEDIA

ABOUT BUDDING BUSINESS



Born from Colorado roots, Budding Business was one of the first public relations and social media agencies in the nation to specialize in cannabis when the company was founded more than five years ago. Budding Business has led strategies in Colorado, Nevada and Oregon and has a team of public relations and social media specialists in Las Vegas, San Diego, Los Angeles, Portland and Denver.

One of the biggest marketing challenges facing cannabis companies today are limits on digital advertising due to state and federal regulations. Budding Business helps cannabis companies overcome that hurdle through expanding digital footprints through media exposure that contains key words and phrases on digital platforms, as well as with social media support. That digital presence helps drive web traffic and with that, a loyal following of customers. Plus, Budding Business brings decades of public relations expertise to provide clients with comprehensive strategies as well as a platform to speak as cannabis industry experts with local and national media.

The team behind Budding Business recognizes the challenges and nuances of working in a regulated industry and supports businesses through navigating everchanging state laws and regulations. In addition to being a trusted partner for cannabis companies, Budding Business has the experience to manage various types of cannabis companies, including grows and wholesalers, dispensaries, edibles, beauty lines and CBD product lines.

SERVICES:

Public Relations, Social Media,
Digital Advertising and Special Events



Public Relations

- Budding Business offers a full spectrum of public relations services, including:
 - Grand openings/product launches
 - Strategic planning
 - Media database development
 - Press release writing and distribution
 - Digital auditing and management
 - Content development
 - Media outreach and engagement
 - Media training for key spokespeople
 - Securing/staffing media visits
 - Management of all video and photo shoots
 - Management and direction for interviews
 - Press kit/electronic press kit development
 - Crisis communications
 - Media reports/equivalency reports to measure impact of public relations initiatives

Digital Advertising

- Budding Business has partnered with nContext to deliver analytics-driven digital advertising to its clients. With this approach, each advertising decision is made with data as the backbone – from target audiences and copy messaging to budgets and performance optimization. Our service is complete with total transparency through the entire funnel process – capturing touchpoints of advertisement engagement to the purchase of a product. Our performance is exposed through measurable KPIs, such as ROI, Cost per Engagement/Acquisition and Reach.

- Data-driven advertising on the following channels:

- Search

- Google Adwords
 - YouTube

- Social

- Facebook
 - Instagram/Instagram Stories
 - Twitter
 - LinkedIn
 - SnapChat

- Display

- DoubleClick
 - Google Display
 - AdRoll
 - Perfect Audience

- Other

- Native Platforms (Outbrain, Taboola)
 - Reddit
 - Quora

Social Media

- Our team of social media specialists work with clients to develop an authentic brand tone and persona specific to each entity for communication via social media. This process ensures every business has a personality and voice, enabling Budding Business to communicate a consistent tone via social media, as well as quickly identify opportunities for trending content.
- Budding Business develops strategies, maintains posts, creates unique and engaging content, uploads positive media clips, promotes special offerings and hosts contests for various social media networks.



Special Events

•With the aim to generate widespread media exposure through special events, the experienced team behind Budding Business plans impactful events with signature touches to showcase the strengths of each client's distinctive qualities:

- Celebrity appearances and product launches
- Industry related festivals and events
- Press conferences
- Grand openings
- Holidays
- VIP/red carpet events
- Facility groundbreakings
- Green ribbon cuttings
- Meet and greets
- Trade shows
- Conferences and panels



Mike Tyson celebrates Tyson Ranch launch at The+Source dispensaries in Las Vegas



Sidney Stewart celebrates The Green Solution's donation to the Aspen Volunteer Fire Department in Colorado



Taylor Shields joins The Green Solution in celebrating the company's 20th dispensary in Colorado with a donut bar

CLIENTS



 **NEVADA**
DISPENSARY ASSOCIATION

THE SOURCE 
DISPENSARY

T H E
(GREEN)
.....
SOLUTION



CHALICE[™]
— FARM —


SHAWN KEMP'S
CANNABIS


V E R I T A S
FINE CANNABIS



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