



Holiday Digital Marketing Guide for the Cannabis/CBD Industry

1. Introduction

The cannabis and CBD industry has undergone a remarkable evolution over the past decade. With the normalization of cannabis products and CBD's growing acceptance, the industry is booming, especially around the holiday season. Consumer attitudes toward cannabis continue to evolve as more people view it not only as a lifestyle product but also as a thoughtful and versatile gift option. As the holiday season approaches, the cannabis industry is positioned to capture the attention of a broader audience, making it a prime time for sales and customer engagement.

This whitepaper aims to provide cannabis and CBD brands with actionable strategies to make the most of this peak season. We'll explore critical consumer trends, from holiday gift-giving preferences to generational differences in cannabis purchasing behavior. Alongside these insights, we'll outline key strategies to help brands execute holiday campaigns that resonate with consumers, differentiate from competitors, and leverage emerging digital marketing tools for maximum reach and engagement. By the end of this whitepaper, cannabis, and CBD brands will be equipped with the insights and tools necessary to develop a winning holiday marketing strategy tailored to this unique industry.

2. Cannabis Holiday Marketing Insights 2024

Consumer Trends and Key Stats

Understanding consumer behavior during the holidays is essential for effective marketing in the cannabis and CBD space. Here are the key trends shaping the cannabis holiday market this season:

Gift Giving and Consumption

Cannabis is becoming a popular holiday gift, with one in four Americans now considering it for holiday celebrations or as a gift for others. The growing social acceptance of cannabis has paved the way for this shift, as it is increasingly viewed as a versatile and personalized gift, especially for wellness and relaxation. CBD products, for example, are ideal for stress relief, while THC-infused items like edibles, pre-rolls, and vapes are appealing to recreational users looking for a festive experience.

Generational Influence

Generational differences are crucial when it comes to cannabis purchasing and gifting behavior. Younger generations, specifically Gen Z and Millennials, have shown higher engagement with cannabis, with around 78% of them actively engaging with cannabis products and considering them as holiday gifts. This interest spans recreational and wellness purposes, and younger generations are particularly open to incorporating cannabis into celebrations.

In contrast, Gen X and Boomers, while showing increasing interest, are engaging at a lower rate (around 56%) but have significantly high spending power. For marketers, this trend underscores the need to craft distinct holiday campaigns that resonate with the values of each demographic.

Tailoring messages that highlight the health and wellness benefits for Boomers or the lifestyle appeal for Millennials and Gen Z can lead to more effective campaigns.

Impulse Buying

The holidays are synonymous with impulse buying. Studies indicate that 84% of holiday shoppers make unplanned purchases, often due to holiday promotions, limited-time offers, and the festive spirit. For cannabis brands, this trend emphasizes the importance of capturing attention through spontaneous buying opportunities, whether online through flash sales, social media ads, or in-store displays that encourage quick purchasing decisions. Building urgency through limited-edition products or holiday-exclusive bundles can drive significant revenue during this time.

Parents as a Growing Segment

Parents are an increasingly prominent segment in the cannabis holiday market. With a shift toward cannabis as an acceptable wellness and relaxation product, parents are now integrating cannabis into their holiday routines, whether for personal use or as gifts. Research indicates that 74% of parents who consume cannabis plan to include it in their holiday celebrations, viewing it as a means to unwind, de-stress, or enhance the holiday experience. For marketers, this segment presents an opportunity to design family-friendly messaging that aligns with themes of wellness, stress relief, and self-care.

Cannabis vs. Alcohol

An interesting trend this season is the shift toward cannabis as a holiday gift alternative to alcohol. Approximately one in three Americans now prefer giving cannabis over alcohol as a holiday gift, aligning with the broader wellness trend that favors cannabis for relaxation, pain relief, and enjoyment without the after-effects of alcohol. As cannabis gains traction as a socially acceptable and even sophisticated gift option, brands can leverage this trend by positioning cannabis products as the "modern alternative" to traditional holiday beverages.

Implications for Marketers

These consumer trends highlight critical focus areas for holiday cannabis marketing campaigns. Here are the main takeaways for marketers in the industry:

- **Focus on Gift-Ready Packaging and Product Bundles:** With cannabis products increasingly viewed as holiday gifts, brands can benefit from creating gift-ready packaging and curated product bundles to appeal to gift-givers.
- **Targeted Messaging by Demographic:** Recognizing generational preferences allows brands to tailor their holiday campaigns more effectively. Gen Z and Millennials may respond well to trendy, lifestyle-oriented ads, while Boomers and Gen X may be more interested in wellness-focused messaging that highlights relaxation and stress relief.
- **Emphasize Limited-Time Offers and Promotions:** Impulse buying is high during the holidays, so time-sensitive offers, flash sales, and special discounts can attract consumers who are primed to make last-minute purchases.
- **Parental Appeal and Wellness Messaging:** With parents becoming an active consumer segment, marketers can tap into this audience by promoting cannabis as a

wellness product that enhances relaxation and holiday enjoyment, resonating with their lifestyle.

- **Highlight Cannabis as an Alternative to Alcohol:** Positioning cannabis as a healthier, more modern alternative to alcohol can attract those seeking a refined and wellness-oriented holiday experience.

Incorporating these insights into holiday campaigns allows cannabis brands to address consumer preferences effectively, boost sales, and elevate brand perception during the peak shopping season.

3. The Importance of Early Holiday Marketing for Cannabis Brands

As the holiday season approaches, the cannabis and CBD industry faces unique challenges and opportunities. With a landscape often marked by rapid shifts in consumer interest, regulatory hurdles, and high competition, cannabis brands need to start early to maximize their holiday impact. Initiating holiday campaigns well in advance allows brands to lay a strong foundation for success, building brand awareness, extending engagement, and ensuring readiness to meet demand. Here's a deep dive into why early holiday marketing is a strategic imperative for cannabis brands.

Boosts Brand Awareness: Positioning as a Holiday-Ready Brand to Capture Early Shoppers

Getting an early start in holiday marketing is essential for cannabis brands looking to establish themselves as go-to options for holiday shoppers. By positioning the brand as "holiday-ready" through consistent messaging and engaging content, cannabis brands can capture the attention of early shoppers who are already on the lookout for unique, seasonal gifts and products. This approach not only introduces the brand to new audiences but also keeps it top-of-mind among loyal customers who may return specifically to explore holiday promotions or new, limited-edition offerings.

For example, holiday campaigns highlighting "seasonal specials" or "limited-time products" can create urgency and exclusivity that early shoppers find attractive. Incorporating social media teasers, email drip campaigns, and pre-holiday promotional content can help build anticipation, ensuring that by the time peak shopping days arrive, the brand is already well-known, boosting the chances for higher engagement and conversion rates.

Extended Engagement Window: Benefits of Starting Early for Prolonged Customer Interaction, Fostering Loyalty and Potential Repeat Business

Starting early also opens up a longer window for customer interaction, allowing brands to nurture and engage their audience across multiple touchpoints. With extended engagement, cannabis brands can focus on storytelling and creating a sense of community that resonates deeply with their target demographic, which is especially valuable in an industry where customer trust and loyalty are essential. A prolonged engagement period also gives brands more

opportunities to address customer questions and concerns, introduce new products gradually, and keep their audience informed about upcoming offers or bundle deals.

For instance, a brand might launch a holiday-themed blog series on topics like “Cannabis Gifts for Every Personality” or “How to Choose CBD Products for Wellness-Focused Holiday Gifts.” Content marketing, paired with social media interactions and email marketing, can create a sense of connection that fosters long-term loyalty. Additionally, by consistently interacting with customers in the months leading up to the holidays, brands can identify their most engaged users, turning them into brand advocates who help spread awareness through word-of-mouth or social sharing, which can be crucial for driving sales in a holiday market.

Competitive Advantage: How Early Planning Helps Cannabis Brands Gain a Lead in a Highly Competitive Market

In an increasingly competitive market, early holiday marketing provides cannabis brands with the chance to get ahead of their competition by locking down customer attention before other brands even begin. By the time many brands are just beginning to launch their holiday campaigns, an early starter is already entrenched in the minds of customers. This competitive advantage is particularly critical for cannabis brands, as many still face limitations in advertising avenues, making the timing and placement of every campaign essential.

Brands that plan early can also establish partnerships with influencers, secure premium advertising placements, and develop holiday-specific product bundles to distinguish themselves in the marketplace. For example, securing a holiday influencer partnership by early fall means influencers can begin subtly mentioning the brand as they discuss holiday preparations, which helps establish a brand narrative that resonates with audiences. Early planning enables brands to fine-tune their promotions and secure visibility, maximizing their potential reach and revenue before the market becomes oversaturated with last-minute holiday campaigns.

Refined Strategy Development: Emphasizing the Value of Iterative Optimization and Troubleshooting of Campaigns Ahead of Peak Season

One of the most significant benefits of starting holiday marketing early is the flexibility it provides for refining campaign strategies. Running test campaigns and gathering data from early promotions allow cannabis brands to optimize their messaging, ad targeting, and pricing strategies well in advance of peak shopping days. A/B testing email subject lines, experimenting with different ad copy, and monitoring engagement levels on social media posts are examples of data-driven practices that can be refined over time to maximize their impact.

Moreover, early planning allows brands to address unforeseen issues, such as regulatory restrictions or supply chain delays, without the pressure of peak season looming overhead. By troubleshooting early, cannabis brands ensure their campaigns run smoothly when it matters most, avoiding last-minute adjustments that can lead to errors, higher costs, and lost sales opportunities. Brands can also use this time to experiment with new technologies, such as dynamic pricing or personalized product recommendations, which can enhance the shopping experience and increase conversions.

Broad Shopper Coverage: Strategies to Cater to Both Early Planners and Last-Minute Shoppers, Ensuring a Wider Audience Reach

Early holiday marketing allows cannabis brands to cater to the full spectrum of holiday shoppers, from early planners to last-minute buyers. By rolling out a phased approach to marketing, brands can keep the momentum going throughout the holiday season. The first phase might focus on attracting early planners with pre-season deals and sneak peeks of upcoming products, while later phases can introduce flash sales and exclusive bundles for those making last-minute purchases.

This approach not only expands the brand's potential audience but also helps manage inventory and anticipate demand more accurately. For example, a cannabis brand might promote "Early Bird Discounts" in October and November to draw in early shoppers, then launch time-sensitive "Countdown to the Holidays" sales in December for late shoppers who may have missed the initial promotions. By crafting a layered marketing strategy that gradually intensifies over the holiday season, cannabis brands can remain visible and appealing to a broader audience, driving higher overall sales.

By implementing early holiday marketing strategies, cannabis brands can capitalize on a robust marketing timeline that amplifies brand awareness, nurtures customer engagement, and ultimately drives long-term growth and loyalty. This extended marketing approach not only prepares brands for the bustling holiday season but also positions them as reliable, go-to options for consumers seeking quality cannabis and CBD products for themselves and as gifts.

4. Recommended Holiday Campaign Types for the Cannabis/CBD Industry

To capture holiday shoppers and build long-term customer loyalty, cannabis, and CBD brands should consider a diverse mix of targeted campaign types. Each type plays a distinct role in addressing unique audience segments and purchasing behaviors. Here's a breakdown of the most effective campaign types, complete with suggested channels and strategies:

1. VIP Early Access

Offering early access to holiday deals for VIP or loyal customers builds exclusivity and strengthens brand loyalty. By allowing dedicated customers to shop for deals before the public, brands foster a sense of belonging and incentivize repeat purchases.

- **Execution Tips:**

- **Email Marketing:** Email is an ideal platform to notify VIP customers of early access, creating a personalized touch. Start with a warm, festive email that outlines the benefits of VIP status. Include countdown timers to enhance urgency,

clickable buttons that lead directly to deals, and personalized recommendations based on past purchases.

- **Google and Meta Remarketing:** Use remarketing ads on Google and Meta (Facebook/Instagram) to remind VIP customers of their exclusive status. These ads should focus on scarcity, highlighting the limited-time nature of the early access deals.
- **Programmatic Ads:** Programmatic advertising can reach high-value audiences across multiple channels with a personalized touch. Use geofencing and behavior-based targeting to focus on regions and customer segments with a high likelihood of engaging with early deals.

2. Festive Contests

Holiday-themed contests provide a fun, interactive way to build engagement, boost traffic, and encourage repeat purchases. Festive contests can range from photo challenges and “caption this” posts to giveaways that encourage user-generated content (UGC).

- **Execution Tips:**

- **Meta Ads & User-Generated Content Ads (UGC):** Use Meta Ads to promote your contest, focusing on themes like “Share Your Holiday Vibe with [Brand]” to inspire users to submit entries. UGC ads displaying winning entries or notable submissions can build excitement and social proof.
- **Google Display Ads:** Display Ads can reach potential participants outside social media. Leverage display placements on holiday shopping and cannabis lifestyle websites, directing users to landing pages where they can quickly enter the contest.

3. Value-Packed Combos

Product bundles or value-packed combos offer customers a way to purchase multiple products at a discount, making them ideal for holiday gifting and bulk purchases. Bundling popular items encourages higher purchase values and offers convenience for shoppers looking for gift solutions.

- **Execution Tips:**

- **Google Search & Display Ads:** Create dedicated Google Search campaigns targeting keywords like “holiday CBD bundles” or “gift sets.” Use Display Ads to showcase images of attractive bundles on lifestyle and cannabis-related websites.
- **Meta Ads:** Highlight product bundles on Facebook and Instagram, ensuring visuals emphasize savings and value.
- **Bing Ads:** For brands with an audience on Microsoft Bing, run similar bundle-focused ads. Bing can be especially effective for targeting an older demographic that prefers CBD for wellness.

4. Extended Deals for Last-Minute Shoppers

Many holiday shoppers wait until the last minute, making it essential to capture this segment with extended deals. This approach not only ensures ongoing sales but also allows for upselling opportunities via expedited shipping options.

- **Execution Tips:**
 - **Google, Meta, and Bing:** Run search and social media campaigns emphasizing “Extended Holiday Deals” and “Last-Minute Gifting” to draw in late shoppers. Highlight express shipping options for peace of mind.
 - **Remarketing:** Reach out to cart abandoners and past visitors with remarketing ads that emphasize the convenience of last-minute holiday shopping with expedited shipping.

5. Flash Sales for Returning Customers

Flash sales create urgency, driving immediate action from returning customers who might be on the lookout for seasonal deals. These limited-time offers can drive a spike in sales and boost brand loyalty by rewarding previous customers.

- **Execution Tips:**
 - **Google, Meta, and Bing:** Use retargeting to reach past customers with reminders of the flash sale and a strong call-to-action. Ads should clearly indicate time constraints (e.g., “24-hour Holiday Flash Sale”).
 - **Remarketing:** Specifically target past buyers on Google and Meta with remarketing campaigns. Using custom audience lists, you can emphasize the “returning customer perk” aspect, creating a personalized touch.

5. Channel Strategy for Effective Holiday Marketing

A cohesive channel strategy can make a significant difference in holiday marketing results, particularly in a highly competitive industry like cannabis and CBD. Focusing on personalization, smart allocation of budget, and optimizing for each channel will ensure the best outcomes.

1. Personalized Website Makeover

During the holiday season, a website makeover with seasonal themes and optimized keywords helps attract and convert holiday shoppers. Adjust homepages and landing pages to reflect a festive look, incorporating holiday-specific banners, keywords, and promotional messaging.

- **Execution Tips:** Incorporate holiday keywords like “CBD holiday gifts” and “seasonal cannabis deals” to capture search intent. Use festive images, colors, and design elements to create an appealing seasonal atmosphere. For e-commerce stores, add clear sections for holiday bundles, flash sales, and last-minute deals.

2. AI-Driven Shopping Experience

AI can help cannabis and CBD brands create a personalized shopping experience. Holiday-themed chatbots can act as virtual shopping assistants, offering gift suggestions, promoting exclusive holiday deals, and helping customers find the perfect products for gifting.

- **Execution Tips:** Use chatbot technology to engage visitors immediately, especially first-time holiday shoppers. Train AI bots to suggest popular gift bundles, inform about flash sales, and provide guidance on shipping cutoffs. Additionally, chatbots can help with order tracking and address questions about cannabis/CBD use for holiday-related concerns, such as managing stress or promoting relaxation.

3. Focus on High-Conversion Channels

During the holiday rush, it's essential to focus the budget on high-conversion channels like Facebook, Instagram, and Google, which have proven track records in reaching motivated buyers.

- **Execution Tips:** Allocate a significant portion of your ad spend to Facebook and Instagram Ads, as these platforms excel in reaching holiday shoppers through visually engaging content. Google leverages a mix of Search, Display, and Shopping ads to cover all stages of the buyer journey.

4. Best Practices for Each Channel

Optimizing channel-specific strategies will maximize holiday campaign performance across all key platforms:

- **Facebook/Instagram:** For Facebook and Instagram, prioritize visually rich ads, stories, and carousels that highlight holiday bundles and festive product displays. Leverage lookalike audiences to reach new potential customers who mirror your most engaged holiday shoppers.
- **Google Search and Shopping:** Use high-intent keywords like “CBD gifts” and “cannabis holiday deals” in Google Search campaigns. Google Shopping Ads can be effective for displaying images of holiday bundles, enhancing visual appeal, and driving higher CTRs.
- **Email Marketing:** Segment email lists to send tailored holiday messages based on past purchase behavior, engagement, and demographics. Include personalized recommendations, time-sensitive offers, and holiday gift guides to keep customers engaged.

6. Digital Marketing Tactics to Maximize Holiday Sales

Google Trends & SEO

Seasonal Keyword Research and Holiday-Specific Content Strategy

The holiday season is one of the most critical times for the cannabis and CBD industry to leverage SEO, with a particular emphasis on using seasonal keyword research to create holiday-specific content that draws high-intent traffic. **Google Trends** can be an invaluable tool, helping brands identify trending keywords related to cannabis and CBD around holidays such as Thanksgiving, Black Friday, and New Year's.

1. **Identifying Seasonal Keywords:** Use Google Trends to find high-ranking terms like “CBD holiday gifts,” “best cannabis edibles for the holidays,” or “cannabis-infused New Year's products.” Focus on keywords that resonate with holiday shoppers looking for unique gifts or seasonal experiences.
2. **Content Creation Strategy:** Develop content that aligns with these trends. For example, write blog posts like “Top 10 CBD Gifts for Wellness Enthusiasts” or create a holiday gift guide specifically for cannabis products. Integrate these keywords throughout your site, including on product pages and blog content, to improve organic visibility and capture more seasonal traffic.
3. **Optimize Product Pages with Holiday Themes:** Update product pages to reflect holiday offers. Adding phrases like “holiday bundle,” “limited-time holiday offer,” or “perfect gift for cannabis lovers” can enhance visibility for last-minute shoppers. Consider creating a dedicated “Holiday Collection” section on your website to guide customers directly to seasonal products and deals.
4. **Local SEO Optimization:** If your brand has physical stores, optimizing for local SEO is crucial. Use terms like “cannabis dispensary near me for holiday gifts” and ensure your Google My Business profile is up-to-date with holiday hours, photos, and events.

Cross-promotions with Other Brands

Collaborations and Co-Branding for the Holiday Season

Cross-promotions with complementary brands can provide access to a broader audience and increase brand visibility during the holidays. Cannabis and CBD brands might partner with wellness companies, eco-friendly brands, or even lifestyle businesses to create bundled gift options or host co-branded events.

1. **Bundled Holiday Gift Options:** Collaborate with wellness brands to offer “CBD Wellness Gift Boxes” or “Cannabis-Infused Skincare Kits.” These bundled packages can appeal to customers seeking unique and comprehensive holiday gifts. Bundle products in ways that align with the values of both brands and appeal to holiday shoppers looking for thoughtful and health-conscious gifts.
2. **Co-Branded Events:** Organize in-person or virtual events, such as holiday pop-ups, online giveaways, or Instagram Live sessions. For example, a CBD brand could partner with a wellness brand for an “Unwind Holiday” virtual event that discusses the benefits of CBD products for stress relief during the holiday rush.
3. **Email Marketing Campaigns for Cross-Promotions:** Develop joint email campaigns to amplify cross-promotional efforts, highlighting the benefits of collaboration and promoting each brand's products.

Social Media Optimization

Enhancing Engagement with Holiday-Themed Content

Social media is a powerful channel for increasing holiday engagement. Cannabis and CBD brands can capitalize on the season by developing holiday-themed hashtags, encouraging user-generated content (UGC), and creating platform-specific content that captures attention.

1. **Holiday Hashtags:** Create unique and branded hashtags like #GreenChristmas, #CBDGifts2024, or #HighHolidays. These can increase your reach on Instagram, TikTok, and Twitter and encourage customers to share their experiences with your products.
2. **User-Generated Content (UGC):** Incentivize customers to share photos or videos of how they're using your products during the holidays. Offering discounts or running a holiday contest can encourage UGC, which adds authenticity and social proof to your brand.
3. **Channel-Specific Content:** Tailor content to the specific social media platform. For instance, holiday-themed Instagram Stories or Reels showcasing limited-edition holiday products work well for Instagram, while TikTok videos on holiday gift ideas for cannabis lovers resonate with younger audiences. On Facebook, create community-oriented posts that engage followers with polls and festive content.

Video Marketing

Leveraging Video Content for Enhanced Engagement

Video is one of the most engaging types of content, making it ideal for holiday marketing. Holiday-themed videos can foster brand authenticity, demonstrate the value of your products, and build emotional connections.

1. **Holiday-Themed Reels and TikToks:** Create short videos that capture the festive spirit, such as gift unboxing videos, tutorials on holiday recipes using cannabis or CBD products, or short, emotional storytelling pieces showcasing how your brand enhances holiday celebrations.
2. **Customer Testimonials:** Feature real customers sharing their experiences with your products. These testimonials can be particularly impactful when customers discuss using your products to unwind during the holidays or gift them to friends and family.
3. **Behind-the-Scenes Holiday Content:** Share content that showcases how your team prepares for the holiday season, including package preparation or holiday-themed product presentations. These videos make your brand feel more relatable and enhance the personal connection with your audience.

7. Advanced Advertising Techniques for the Cannabis/CBD Holiday Season

Geofencing Ads

Using Location-Based Ads to Target Holiday Shoppers

Geofencing allows cannabis brands with physical locations to target specific geographical areas, making it ideal for location-based advertising during the holiday season. By creating virtual perimeters around specific locations, you can deliver ads to people who enter these zones.

1. **Targeting High-Traffic Areas:** During the holiday season, target areas like shopping centers or holiday markets where consumers are likely already in a buying mindset. For example, cannabis brands can place geofencing ads around popular shopping areas or event spaces to reach holiday shoppers looking for unique gift options.
2. **Customized Holiday Offers:** Use geofencing to push exclusive in-store offers and promotions. Send notifications or SMS messages with discount codes that holiday shoppers can redeem in-store, driving both foot traffic and holiday sales.

Google Ads PMax & Shopping Ads

Optimizing for Holiday Deal Targeting on Google

Google's Performance Max (PMax) and Shopping Ads are powerful tools to maximize reach during the holiday season. PMax allows you to optimize your ads across Google's entire suite of platforms, from YouTube to Search, to target consumers in real time.

1. **Performance Max Campaigns:** Use PMax campaigns to automatically optimize your holiday promotions and target holiday shoppers across multiple touchpoints. With PMax, ads can appear across the full Google network, including Gmail, YouTube, and Display, enabling a comprehensive reach and potentially reducing ad costs by efficiently targeting ready-to-buy customers.
2. **Shopping Ads for Holiday-Specific Products:** Use Google Shopping Ads to highlight your most giftable products, such as CBD holiday bundles or limited-edition cannabis products. Include holiday-relevant keywords like "best CBD holiday gifts" in product descriptions to improve ad relevance.

Programmatic & Native Ads

Dynamic Advertising to Reach Niche Segments

Programmatic advertising enables real-time targeting, allowing cannabis and CBD brands to connect with niche audiences. Programmatic and native ads offer a scalable solution to dynamically reach audiences across the internet.

1. **Holiday-Specific Campaigns:** Use programmatic ads to create personalized holiday messages for different audience segments. For example, create one set of ads for wellness-focused buyers and another for recreational cannabis consumers.
2. **Native Advertising for Seamless Integration:** Native ads are designed to match the look and feel of the platform they appear on, making them less intrusive. Utilize native

ads on platforms that appeal to your target demographic, creating an “organic” holiday shopping experience that feels tailored and less disruptive to the user.

Optimizing Ad Spend

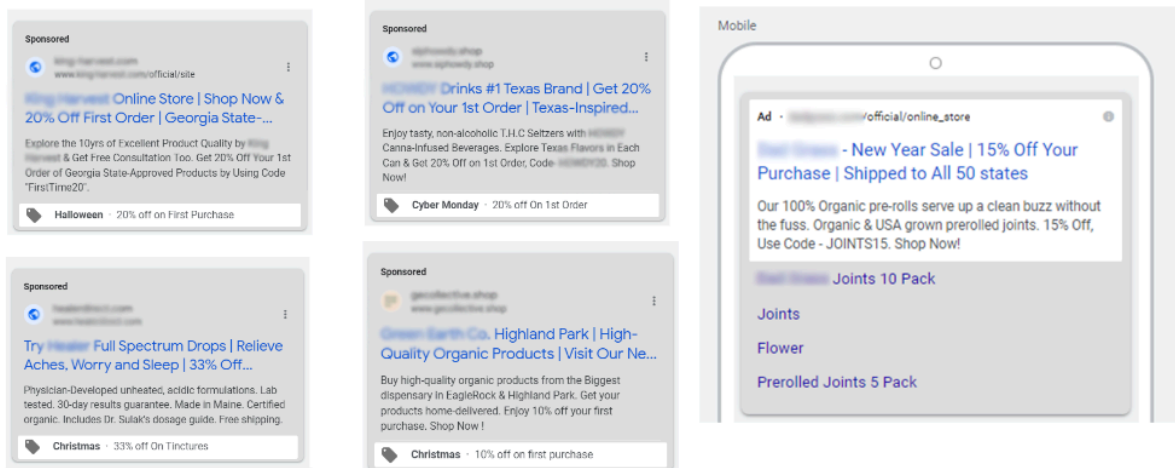
Maximizing ROI with Efficient Budget Allocation

During the holiday season, efficient ad spend management is crucial. Monitoring performance in real-time allows cannabis and CBD brands to allocate a budget toward the most effective campaigns and capitalize on high-performing ads.

1. **Track ROI Metrics:** Track the performance of each ad type (e.g., Google Ads, social media ads, programmatic ads) to determine which channels yield the highest return. Adjust budgets dynamically based on which campaigns are driving the most conversions and sales.
2. **Leverage A/B Testing:** Test different creatives, offers, and messaging to see what resonates best with holiday shoppers. This could mean testing images, colors, or language specific to the holiday season and using data to guide budget allocation.
3. **Retargeting for High-Intent Shoppers:** Utilize retargeting ads for visitors who viewed holiday products but didn't make a purchase. Special holiday offers or free shipping incentives can help convert these high-intent visitors into customers before the holiday season ends.

8. Case Studies

Case Study- Google Search Ad Copies

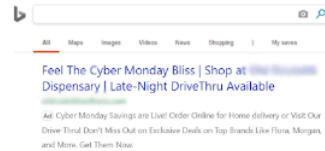
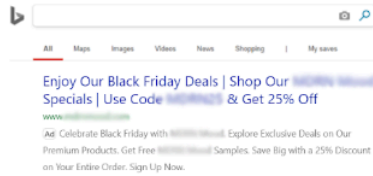


Case Study: Google Ads GA4 Performance

Session source / medium	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events	Session key event rate All events	Total revenue
Total	540,390 100% of total	452,050 100% of total	83.65% Avg 0%	1m 19s Avg 0%	45.68 Avg 0%	24,683,833 100% of total	15,240.00 100% of total	2.85% Avg 0%	\$1,149,474.56 100% of total
1 spokes_FMax / PPC	75,946	62,351	82.1%	1m 18s	44.02	3,343,486	3,611.00	4.64%	\$294,847.34
2 google / organic	113,460	99,497	87.69%	1m 29s	51.17	5,806,196	4,015.00	3.51%	\$285,579.82
3 spokes_Search / PPC	87,540	65,960	75.35%	1m 04s	39.88	3,491,160	3,335.00	3.78%	\$261,339.30
4 spokes_Display / PPC	221,546	191,399	86.39%	1m 19s	44.78	9,920,830	2,828.00	1.26%	\$202,759.52
5 spokes_420	15,600	13,509	86.6%	1m 44s	67.91	1,059,461	790.00	4.97%	\$59,485.10
6 spokes_Shopping / PPC	20,245	12,398	61.24%	1m 01s	17.75	359,446	413.00	2%	\$26,849.94
7 spokes_Halloween	5,527	4,921	89.04%	1m 14s	55.56	307,087	149.00	2.64%	\$10,889.05
8 spokes_BFCM	1,261	1,151	91.28%	1m 26s	66.26	83,550	28.00	2.22%	\$2,211.09
9 Spokes_flower / PPC	1,652	1,584	95.88%	1m 32s	79.36	131,108	22.00	1.33%	\$1,744.79
10 Spokes / PPC	166	145	87.35%	2m 32s	80.52	13,367	15.00	9.04%	\$1,443.05

Case Study- Bing Ad Copies & Campaign Performance

Ad Copies



Campaign Performance

Session source / medium	Users	Sessions	Event count All events	Conversions All events	Total revenue
Total	1,267 0.79% of total	3,494 0.73% of total	86,643 0.92% of total	426.00 0.79% of total	\$70,287.55 1.09% of total
1 bing/spokes-ppc	1,030	3,034	74,283	357.00	\$58,772.43
2 spokes / bing_bfcmppc	211	249	8,027	45.00	\$8,528.50
3 spokes / ppcbing	93	161	4,333	24.00	\$2,985.60

Case Study: Bing Ads GA4 Performance

Plot rows		Search...										Rows per page: 250	1-7 of 7
<input type="checkbox"/>	Session source / medium +	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events	Session key event rate All events	↓ Total revenue			
<input type="checkbox"/>	Total	132,132 100% of total	105,692 100% of total	79.99% Avg 0%	1m 21s Avg 0%	43.26 Avg 0%	5,716,496 100% of total	4,231.00 100% of total	3.14% Avg 0%	\$329,251.11 100% of total			
<input type="checkbox"/>	1 spokes_Display / PPC	31,648	27,755	87.7%	1m 34s	49.10	1,553,942	1,318.00	4.08%	\$98,638.71			
<input type="checkbox"/>	2 spokes_Search / PPC	21,861	17,846	81.63%	1m 10s	38.80	848,201	1,035.00	4.68%	\$87,085.78			
<input type="checkbox"/>	3 spokes_Bing_420 / PPC	22,018	17,177	78.01%	1m 12s	41.58	915,458	1,015.00	4.53%	\$81,936.06			
<input type="checkbox"/>	4 spokes_Bing_BFCM / PPC	54,045	42,995	79.55%	1m 23s	43.37	2,343,885	807.00	1.47%	\$56,945.16			
<input type="checkbox"/>	5 bing / organic	405	329	81.23%	2m 57s	83.25	33,715	46.00	11.36%	\$3,746.51			
<input type="checkbox"/>	6 Spokes_Bing / PPC	221	211	95.48%	3m 08s	95.82	21,176	10.00	4.52%	\$898.89			
<input type="checkbox"/>	7 cn.bing.com / referral	2	2	100%	11s	59.50	119	0.00	0%	\$763			

Case Study: Social Ads GA4 Performance

Plot rows		Search...										Rows per page: 10	Go to: 1	< 1-10 of 13 >
<input type="checkbox"/>	Session source / medium +	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events	Session key event rate All events	↓ Total revenue				
<input type="checkbox"/>	Total	49,307 100% of total	34,118 100% of total	69.2% Avg 0%	1m 55s Avg 0%	12.19 Avg 0%	601,093 100% of total	1,719.00 100% of total	3.42% Avg 0%	\$268,759.03 100% of total				
<input type="checkbox"/>	1 spokes / ppc	19,172	13,319	69.47%	3m 02s	16.75	321,120	1,559.00	7.96%	\$248,847.73				
<input type="checkbox"/>	2 spokes_X / PPC	1,872	1,189	63.51%	2m 08s	13.47	25,215	43.00	2.3%	\$4,854.10				
<input type="checkbox"/>	3 Spokes_420	3,447	2,274	65.97%	1m 36s	11.56	39,856	44.00	1.28%	\$4,772.25				
<input type="checkbox"/>	4 spokes_facebook_mtraffic / ppc	16,355	11,656	71.27%	59s	8.25	134,866	28.00	0.17%	\$4,034.75				
<input type="checkbox"/>	5 spokes_facebook_remarketing / ppc	1,732	1,214	70.09%	1m 43s	11.62	20,122	16.00	0.92%	\$2,290.60				
<input type="checkbox"/>	6 spokes_Halloween	1,118	697	62.34%	57s	8.71	9,741	12.00	1.07%	\$1,724.85				
<input type="checkbox"/>	7 spokes_facebook_techint_traffic / ppc	2,179	1,667	76.5%	1m 14s	9.13	19,884	6.00	0.28%	\$1,000.00				
<input type="checkbox"/>	8 spokes_BFCM	815	488	59.87%	1m 39s	9.63	7,852	4.00	0.49%	\$515.00				
<input type="checkbox"/>	9 lm.facebook.com / referral	747	405	54.22%	1m 16s	8.26	6,170	3.00	0.4%	\$482.00				
<input type="checkbox"/>	10 spokes_facebook_medint_traffic / ppc	696	528	75.86%	1m 21s	9.76	6,790	2.00	0.29%	\$118.75				

9. Conclusion

In this whitepaper, we've explored a comprehensive array of digital marketing strategies designed to maximize holiday sales for cannabis and CBD brands. From tapping into **Google Trends and SEO** to capture seasonal traffic to **cross-promotions** with complementary brands

for enhanced visibility and **social media optimization** for engaging holiday content, each tactic offers a unique advantage in reaching consumers during this competitive time. Advanced advertising techniques, such as **geofencing ads** for targeted location-based marketing, **Performance Max and Shopping Ads** for Google, and **programmatic ads** for real-time optimization, underscore the importance of adopting innovative advertising solutions that resonate with holiday shoppers.

As we approach the holiday season, it's crucial to start planning early. A well-timed, organized campaign lets you carefully assess market trends, identify the most effective channels, and align your efforts to best meet your target audience's needs. Each component of your holiday strategy, from seasonal content to real-time ad spend optimization, should be coordinated for maximum impact.

The cannabis and CBD industries present unique challenges and opportunities during the holidays. With data-driven marketing and strategic planning, brands can capture market share, foster customer loyalty, and drive revenue growth throughout the season. By implementing these strategies thoughtfully, your cannabis or CBD brand can establish a strong presence, connect authentically with your audience, and make the most of the year's busiest sales period. Now is the time to put these insights into action and position your brand to thrive in the competitive holiday landscape.