



HAUS BOTANICA

THE CANNABIS DESIGN & MARKETING AGENCY

SERVICES & STRATEGIES

HAUSBOTANICA.COM

Seed to
shelf.

We craft
cannabis
consumer
experiences.



WHAT WE OFFER

With 12 years in cannabis brand development and promotion, we are dedicated to plant medicine benefits and creating long-term value for our partners.

- **EMAIL + SMS MARKETING**
- **SOCIAL MEDIA**
- **EVENTS & PROMOTIONS**
- **PAID ADS & PLACEMENT**
- **WEB DESIGN & SEO**
- **PRODUCT DEVELOPMENT & MANUFACTURING**
- **PACKAGING DESIGN & PRINTS**
- **BRANDING & ASSET CREATION**
- **CANNABIS BUSINESS DEVELOPMENT**





EMAIL + SMS MARKETING

At Haus Botanica, we craft creative campaigns designed to surprise and delight, delivering the right message to the right customer at the right time. Through strategic automation, planning, segmentation, and data analysis, we focus on growing new customers and boosting active engagement with your brand experience. Let us help you captivate your audience and drive growth.



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THE
STRATEGY

DISCOVERY

DEVELOPMENT

ACQUISITION

ANALYSIS

SALE CAMPAIGN
BI-WEEKLYWEEKLY BRAND
HIGHLIGHTS & COLLABNATIONAL HOLIDAY &
CANNABIS DAY SALE
(7/10) (4/20)SMS
EQUIVALENT

Credit in your account to try the fastest delivery in CA! Stack your credit on top of our Weekly Deals - up to 25% off top brands. Stock up now for your weekend. Head to our website & log in to claim your credit before it's gone! Sun 10/9 at 11:59pm. Reply STOP to opt out.

Sun 10/9 at 11:59pm

Grassdoor.com
The most trusted name in cannabis
\$25 Credit



Hey there, ready to try the most trusted delivery in CA? We just dropped a \$25 credit in your wallet to use on your first order! Plus, stack your credit on top of our Weekly Deals - up to 25% off top brands now. Head to our website & log in to claim your credit. Expires Sun 10/9 at 11:59pm. Reply STOP to stop.



Email marketing is king for one good reason: it has a higher ROI than any other marketing strategies. The highest email marketing ROI is within the Retail/eCommerce/Consumer Goods sector.



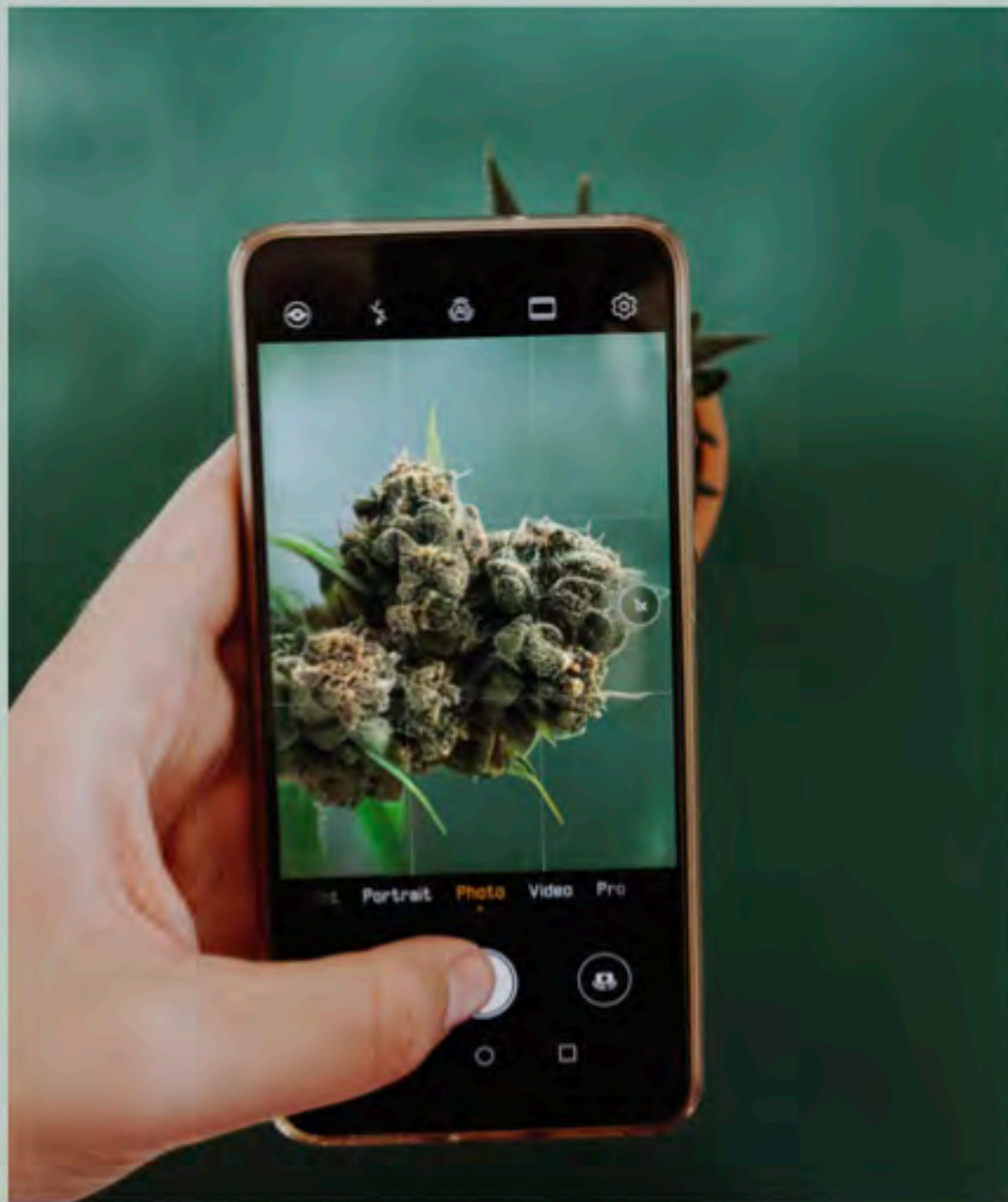
Seeds, Clones, Gas Face 2022

Sent Email - Sent Oct 15, 2022 at 12:30pm PDT
12,623 sends - 4,710 (49%) opens -



Biggest Sale of the year! 2022 part 3

Sent Email - Sent Oct 2, 2022 at 10:49pm PDT
12,646 sends - 4,571 (47%) opens -



SOCIAL MEDIA

At Haus Botanica, we turn your social media into a thriving community, boosting engagement through strategic automation and data analysis. Partnering with influencers, we amplify your brand message, reaching more potential customers. Let us help you create meaningful connections and grow your brand's influence.



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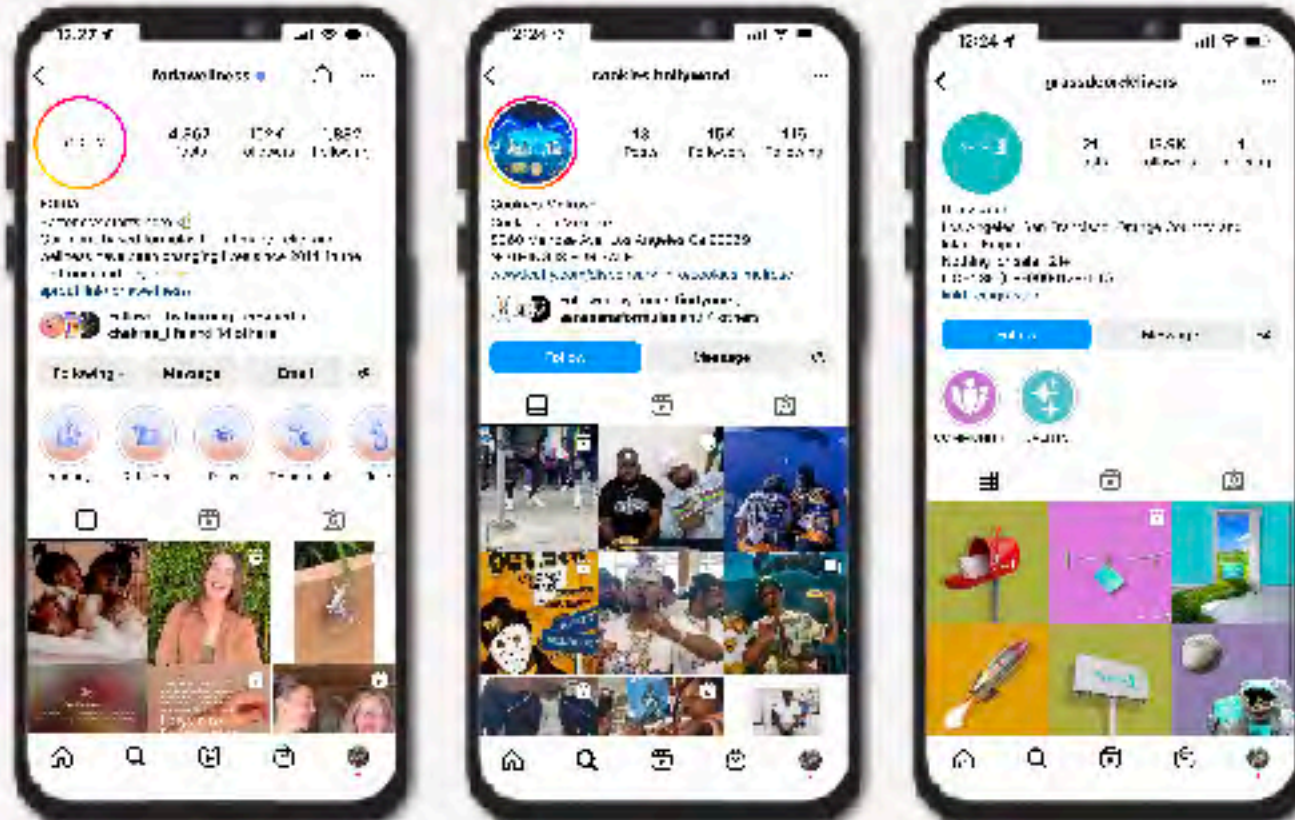
THE STRATEGY

DISCOVERY

CONTENT

ACTIVATION

OPTIMIZATION



FOCUSED CONTENT

Daily Stories

Memes

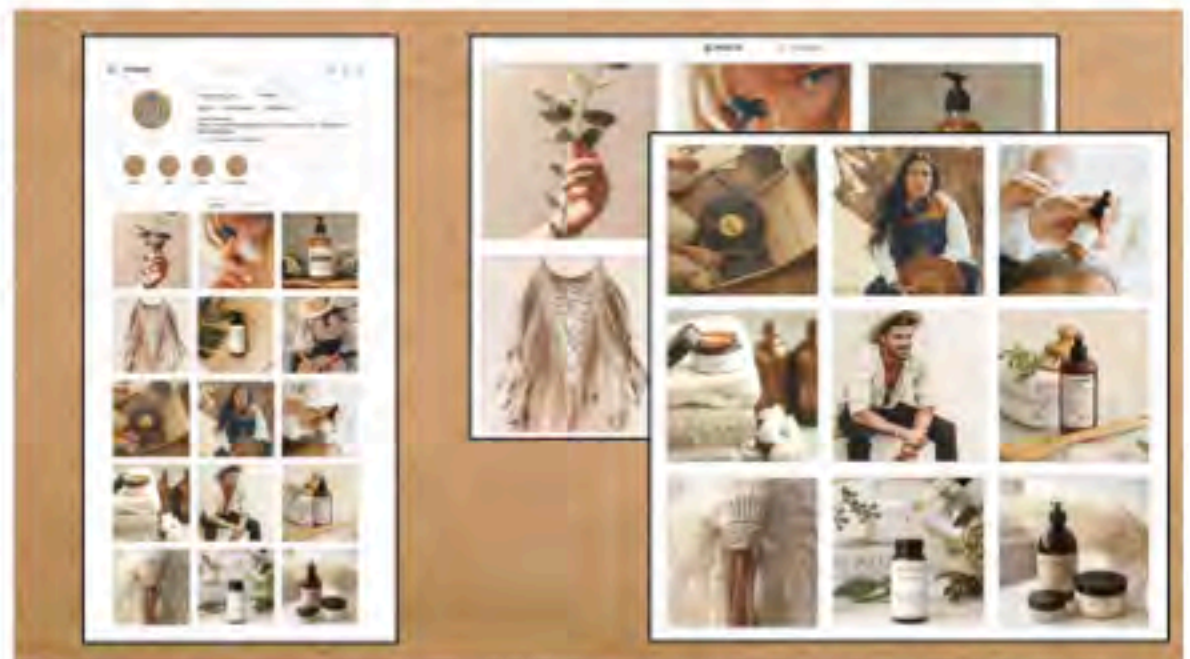
Education

Lifestyle Editorial

Editorial w/Product

EXPLORE/ITERATE & OPTIMIZE BRAND ETHOS

Email marketing is king for one good reason: it has a higher ROI than any other marketing strategies. The highest email marketing ROI is within the Retail/eCommerce/Consumer Goods sector.





EVENTS & PROMOTIONS

We create impactful activations and campaigns to boost your brand's visibility and engagement. Our strategic use of brand collaborations, educational events, automation, and data drives in-store traffic and valuable insights. Elevate your brand's presence and connect with your audience—partner with us for high quality results.



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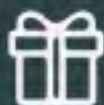
THE STRATEGY



**BRAND COLLAB,
BUDTENDER EDUCATION
AND IN-STORE DEMOS**



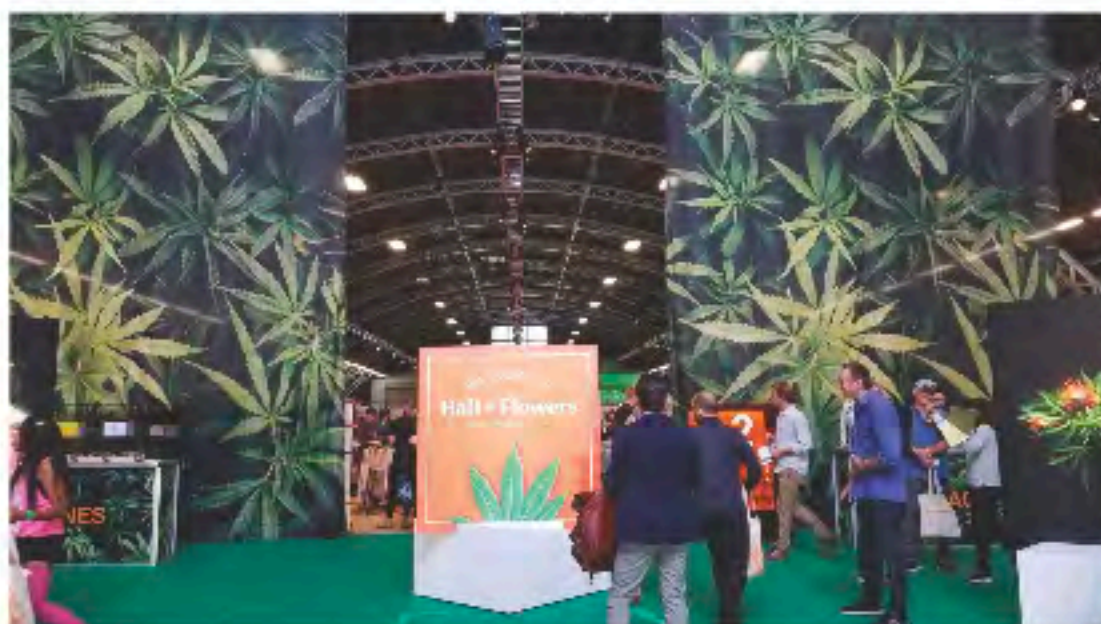
**INFLUENTIAL BRAND
PARTNERSHIPS AND
CAMPAIGNS**



**LOYALTY PROGRAM TO
INCREASE CUSTOMER
RETENTION**



**ENGAGING AND
EDUCATIONAL
TARGETED EVENTS**



little Wonders

five pre-rolls

INFUSED WITH STRAIN SPECIFIC LIVE RESIN AND KIEF

WONDER ROLL - PRE-ROLLS - 100% ORGANIC - TERPENE + KIEF - 100% KIEF - 100% KIEF - 100% KIEF - 100% KIEF

launching tomorrow at the
@wonderbrettstore

LITTLE WONDERS

00:00:00

hours minutes seconds





PAID ADS & PLACEMENT

With strong creative, designed to surprise and delight we build campaigns to deliver the right message to the right customer at the right time. We use automation, planning, segmentation, and data analysis with one goal in mind, to grow new customers and active engagement with the brand experience.



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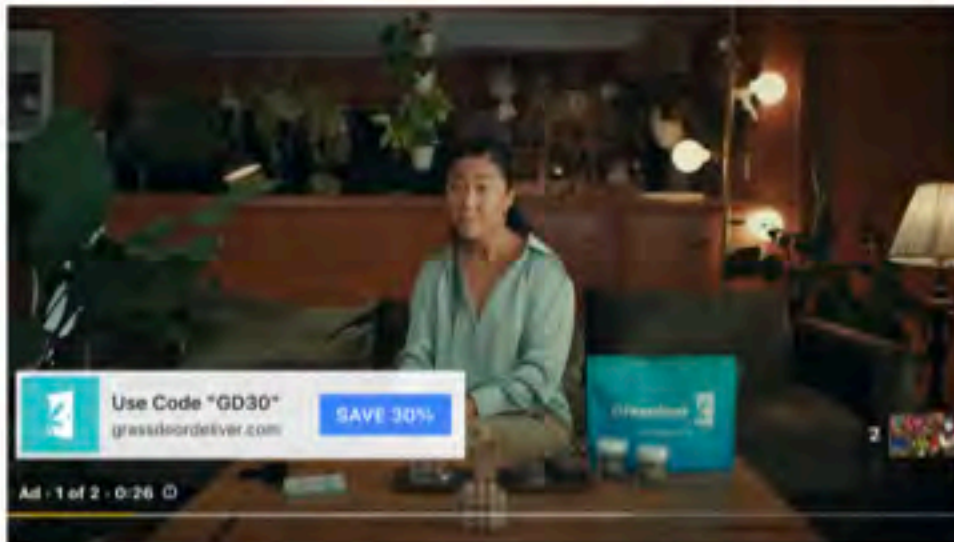
THE STRATEGY

TARGETING

DESIGN

EXECUTION

IMPACT

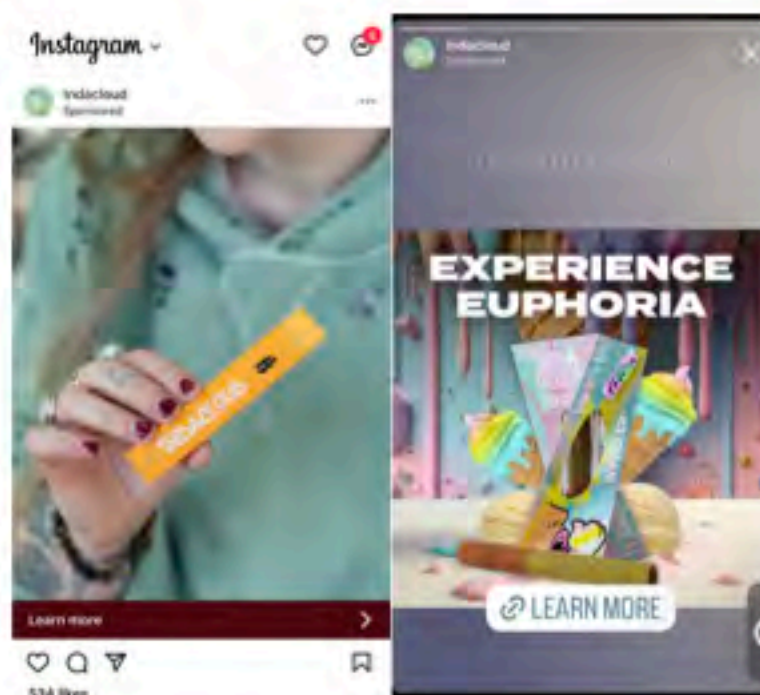
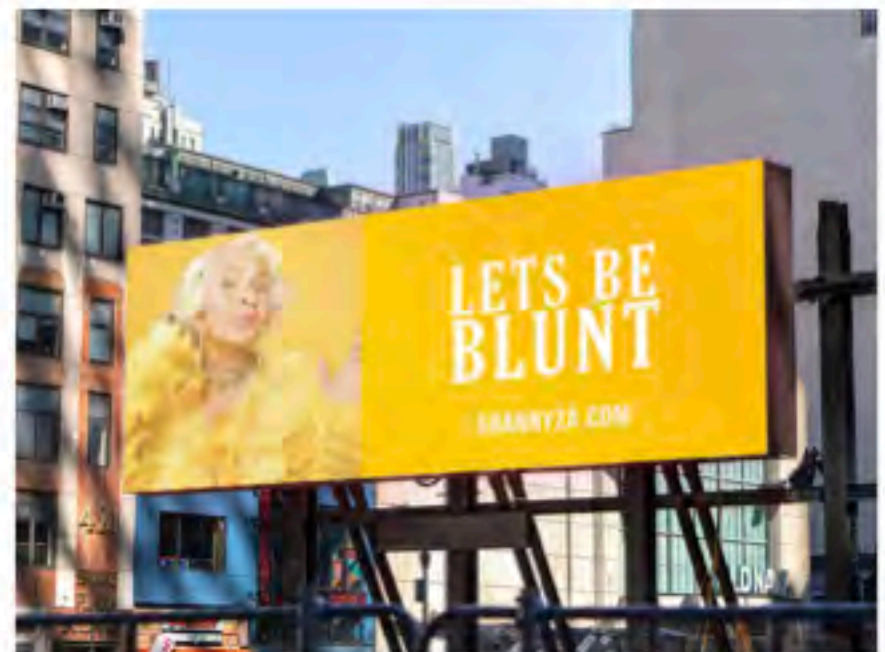


COMPREHENSIVE DIGITAL MARKETING SOLUTIONS

: Our detailed conversion tracking ensures your cannabis campaigns meet or exceed KPIs, providing transparency and actionable data to refine strategies and drive consistent growth.

HIGH-QUALITY, UNIQUE, EFFECTIVE, BRAND-CENTRIC ADS

Through strategic digital marketing solutions, we drive meaningful engagement for cannabis brands, leveraging expert targeting, creative recommendations, and performance optimization to maximize your reach and impact.



SOCIAL ADS OPTIMIZATION

Our targeted social ads engage users at every funnel stage, from awareness to purchase. We dive deep into your brand, create and launch tailored ads, and refresh strategies over three months to maximize ROI, ensuring optimal campaign performance.



WEB DESIGN & SEO

We specialize in web design and development tailored to the cannabis industry, integrating seamlessly with cannabis-specific systems. At Haus Botanica our expert team ensures your website is visually appealing and highly functional, from e-commerce to inventory management. With added SEO strategies, we boost your online visibility and drive organic traffic.

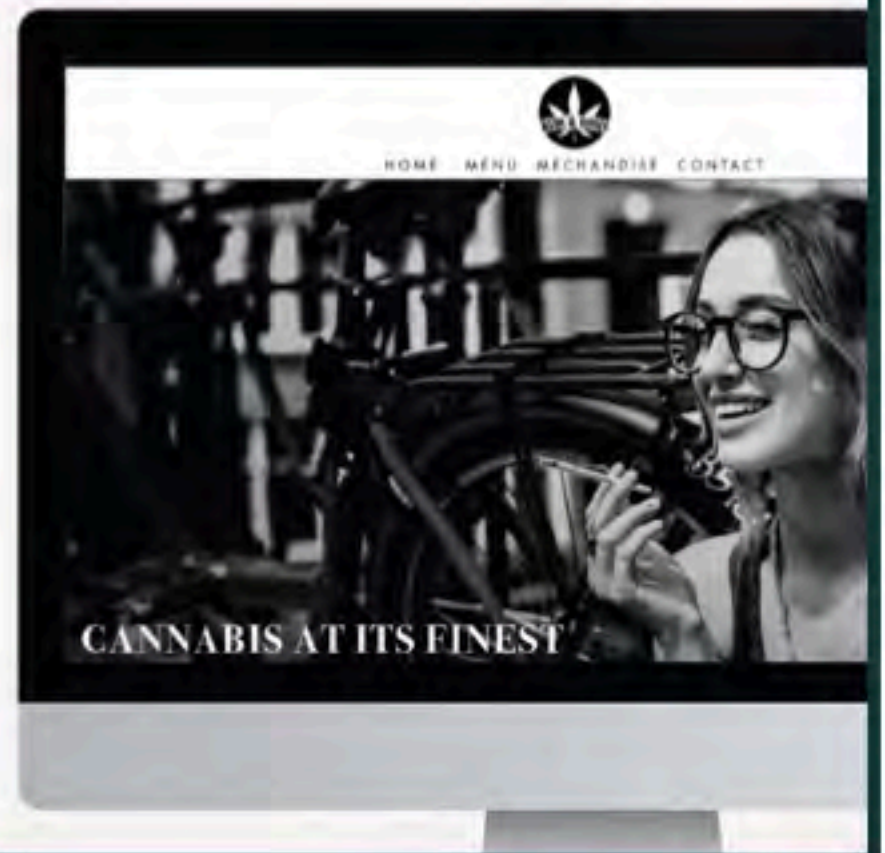


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WEB DEV & DESIGN SERVICES

UNIQUE DESIGN & FULL TECH INTEGRATION

Elevate your brand with Haus Botanica's expertly crafted, high-performing websites. Our UX-first design ensures seamless functionality across all devices and integrates with various cannabis ERP and e-commerce platforms. Collaborate with us to unlock your online potential and drive success.



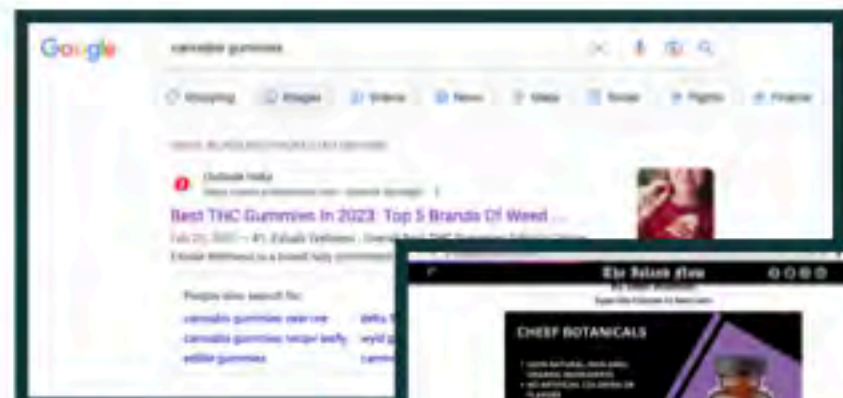
SEO STRATEGY

ON-PAGE SEO

OFF-PAGE SEO

TECHNICAL SEO

GOOGLE PROFILE



LINK BUILDING



SEO SEARCH BLOG POSTING

META DATA TAGGING



PRODUCT DEVELOPMENT & MANUFACTURING

Partner with our expert team for cannabis product development and manufacturing that aligns with your brand and compliance needs. Our solutions attract and retain customers, driving sales and boosting revenue. Enhance your brand's appeal, ensure consistent quality, and stand out in the market. Achieve unparalleled growth with high-quality cannabis products crafted by us.



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FORMULATION STORY



A compelling formulation story builds trust and emotional connection with consumers, enhances brand loyalty, drives sales, and elevates market presence by showcasing product care, quality, and innovation.



PROCESS



FORMULATIONS



SAMPLING



TESTING



MANUFACTURING



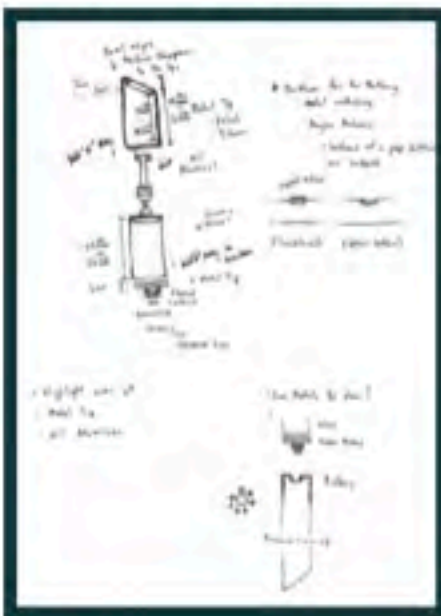
PACKAGING



LOGISTICS

FROM CONCEPT

TO PRODUCT





PACKAGING DESIGN & PRINTS

Our expert team designs cannabis packaging that aligns with your brand and compliance needs, driving sales by attracting and retaining customers. Effective packaging enhances appeal, communicates quality, and differentiates your brand, boosting success and revenue.



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DESIGN CONCEPTUALIZATION

Specializing in creating innovative packaging concepts, captivating graphics, and structurally sound designs to make your product stand out.

REGULATORY COMPLIANCE

Our expertise in regulatory requirements, printing coordination, and label design guarantees your packaging meets all standards and communicates essential information effectively.

BRAND CONSISTENCY

We maintain brand integrity across packaging formats while offering sustainable solutions to reduce environmental impact and align with your brand values.

DIELINES & PROTOTYPE

Creating precise dielines for packaging not only ensures a perfect fit but also reinforces your brand ethos by delivering unique and tailored packaging solutions. This attention to detail enhances product presentation, showcases your commitment to quality, and helps distinguish your brand in a competitive market.





BRANDING & ASSET CREATIONS

At Haus Botanica, we create essential digital and print assets for your cannabis business, including ads, photography, and pitch decks. Our compelling formulation stories build trust by showcasing the care and quality behind each product. These elements elevate your brand, engage customers, and driving unique perspectives.



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SAMPLE SERVICE TYPE

Product Packaging

Box design
Bottle and jar labels
Pouches and bags

Point of Sale Materials

Display stands
Shelf talkers
Counter mats

Promotional Materials

Brochures
Flyers
Posters

Branding Essentials

Business cards
Letterheads
Envelopes

Event & Trade Show

Banners
Booth graphics
Giveaways (hats, stickers, etc)

Customer Experience

Thank you cards
Instruction booklets
Packaging inserts

Photography & Videography

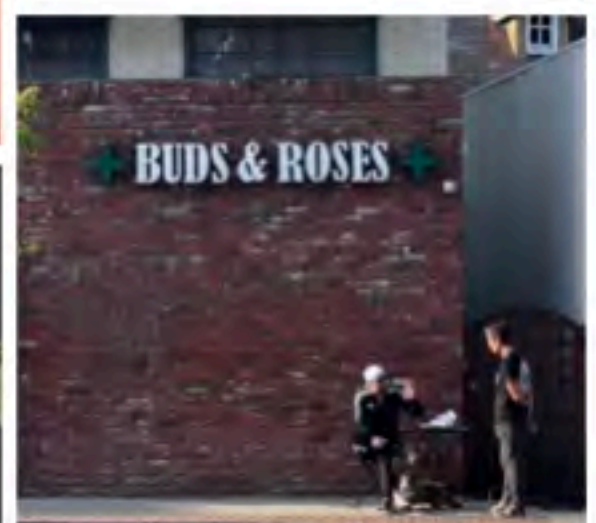
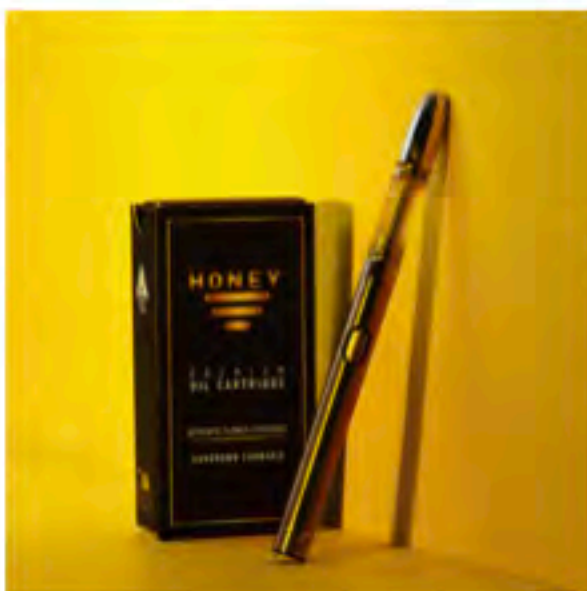
Editing
Ads creations
Brand lifestyle

Visual Branding and Design

Brand ID
Pitch decks presentations
Creative and art direction

Storytelling

Copy writing & language
Ethos positioning
Brand consistency





CANNABIS BUSINESS DEVELOPMENT

Achieve scalable growth for your cannabis brand through integrated solutions from cultivation to retail, ensuring quality and consistency at every stage. With experience in horizontal scaling, we position your brand for market dominance and sustainable growth, unlocking new opportunities. Elevate your business with us for unparalleled success.



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BRAND POSITIONING



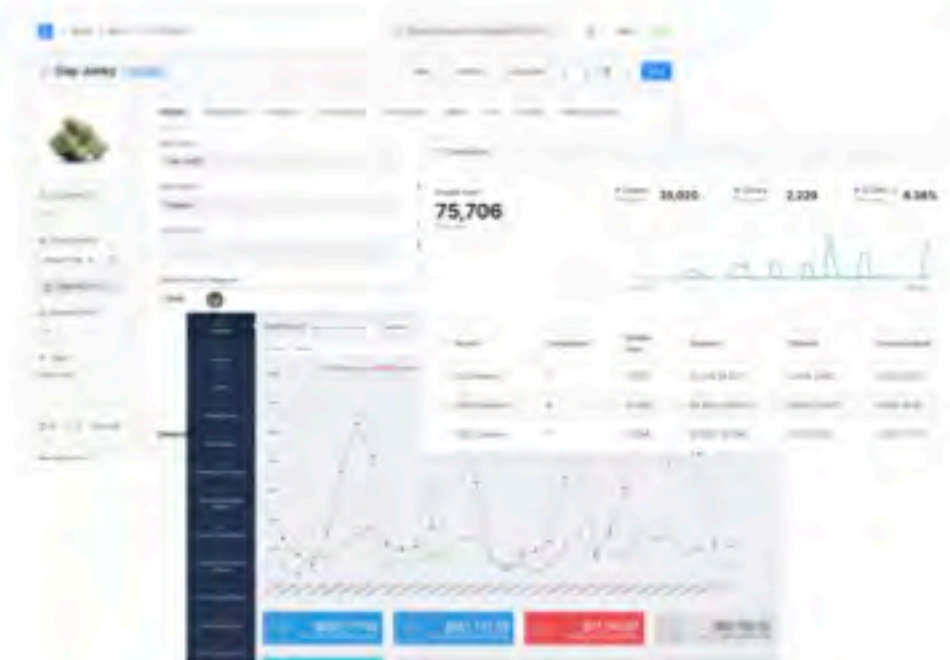
SCALING STRATEGY

Transitioning from retail to brand and distribution positions your cannabis brand to control quality, enhance visibility, and capture a larger market share, ensuring sustainable growth and market dominance.

- + FLAGSHIP STORE
- + AUXILIARY STORES
- + HOUSE BRAND
- + DELIVERY NETWORK

ERP SYSTEMS & INTEGRATION

Integrating ERP systems facilitates seamless operations and data management, enabling efficient scaling of a cannabis brand from retail to distribution by streamlining processes, enhancing visibility, and optimizing resource utilization.





BRANDING

Your business's personality and values in a consistent look and feel.

- IDENTITY
- LONG-TERM
- FOUNDATION
- CONNECTION
- WHY
- LOGO
- LOYALTY

MARKETING

Understand customer needs, create campaigns to attract and engage.

- PROMOTION
- SHORT-TERM
- TACTICS
- ACTION
- HOW
- ADVERTISING
- AWARENESS

HOW THEY WORK TOGETHER

When branding and marketing work together, the results are powerful. Your brand provides the emotional connection and consistency, while marketing drives immediate engagement and growth. This synergy not only achieves short-term goals but also builds long-term customer loyalty.

Consistent Messaging: Branding aligns all marketing with core values, reinforcing brand message for effective campaigns.

Long-Term Loyalty: Marketing brings new and re-engages existing customers, fostering loyalty supported by a strong brand.

Adaptive Strategies: While branding stays stable, marketing adapts to trends, ensuring brand relevance and audience engagement.

Haus Botanica, a visionary partner in the cannabis industry. We offers comprehensive solutions with a focus on shaping the future of cannabis, one brand at a time.

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Thank you for considering
Haus Botanical as your
cannabis design &
marketing agency.

**HOW CAN WE HELP? EMAIL US AT
SAYHELLO@HAUSBOTANICA.COM**



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