



# RESPECT MY REGION MARKETING PARTNERSHIPS

2022







## **WHO WE ARE**

Respect My Region is a digital media platform that has created a loyal following of music, cannabis, and technology lovers.

Our partnerships with many local creatives, influencers, and music fans connects people to community, culture, and cannabis in new and exciting ways.

When you work with our team you're receiving marketing assets, blog content, influencer outreach, effective SEO, and strong brand positioning using our cannabis and music expertise.

# WHAT SETS US APART

## CULTURE

We've been operating in legal cannabis for over a decade and around the culture long before that.

## BUSINESS ACUMEN

We've worked with corporate clients and built real businesses.

## LOCALIZED

Our mission is embedded in a localized content. From culture to SEO, this is what we do.

## PROVEN STRATEGY

We've helped build and scale brands across the West Coast in the most competitive cities and markets.



# HYPER-LOCAL TARGETED CONTENT MARKETING

Respect My Region has developed unique content and advertising strategies that are 100% built upon hyper-local targeted content.

From working in the music industry with the likes of Meek Mill, Gucci Mane, Russ, Lil Uzi Vert, Wyclef Jean, and many more to nearly *everyone* in the legal cannabis industry—we know how to build content and target users online.

Our goal is to be the medium that connects brands to the right audience and consumers to their next favorite brand or product.

## DIGITAL IMPACT

*\$32*

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AVERAGE IN STORE  
PURCHASE

*\$78.86*

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AVERAGE ONLINE BASKET

*\*Average CA Basket*

*A product review increased order conversion by 50% per IheartJane*



## PREMIUM CONTENT SPONSOR

*ONLY 1 AVAILABLE PER GEO-LOCATION*

We create a digital strategy around your brand and target demographic down to the specific location leveraging unique content, paid ads, and SEO. We build your brand to be a hero inside an authentic narrative while also leveraging some of the most powerful and underlooked marketing strategies for the cannabis market.

- Collaborative strategy creation
- Leverage advertising tools to reach potential consumers within **miles** of your dispensary's location
- Link directly to online orders
- Spotify Playlist\*

**\$1,250+ /mo**





## PRODUCT FEATURES & AUTHENTIC REVIEWS

Data shows that reviews increase consumer purchase conversions by 50%. Our targeted social distribution and notable engagement strategies will enable your brand to be discovered more on Google as well as social media search engines. Our writers understand technical aspects as much as they understand the plant, state-by-state legislation, and products in the marketplace.

- 2-3 Professional Photos With Rights To Use
- 500 Word Written Feature and/or Review of Your Brand
- 5 Min YouTube Video Showcasing Product In Authentic Review
- Social Media Distribution On Facebook, Instagram, Twitter, and LinkedIn (2M+ Impressions/Mo)

**\$750 per product / 4 for \$2,000**



# **FULL PAGE TAKEOVER**

*ONLY 1 AVAILABLE MONTH*

Your brand and products takes over our network for a month! We will give you a advertising all over our site, included in our newsletter, and content.

- Header, sidebar, and background ad (full page takeover)
- Included in 2 newsletters
- 1 dedicated newsletter blast
- 4 custom articles

**\$3,500 /mo**



# RESPECT MY REGION NATIVE ADVERTISING

Advertising in Respect My Region's digital ecosystem is both affordable and efficient. We have more than 130k monthly web readers and over 1.5 million actively engaged users on social media.

We accept static and GIF ads throughout our website, in our written content, email blasts, and are open to discussing custom advertising across our entire social media network. Inquire within for details.

Size	Style	Gif Weight
728 x 90	Header	25 KB
300 x 300	Sidebar	25 KB

**Header Bar: \$2,500/mo\***

*\*Includes art fee*



**Side Bar: \$750/mo**







Every dollar that comes in from this program goes directly into covering authentic local stories in your community.

## **COMMUNITY PARTNER**

As a member of this program, you'll receive a logo and link on our community partners page, a custom graphic to showcase on social media that you invest in your community, and the satisfaction of supporting independent journalism and content creators.

**\$250/mo**



# UNIQUE BLOGS FOR YOUR SITE

(build out your SEO)

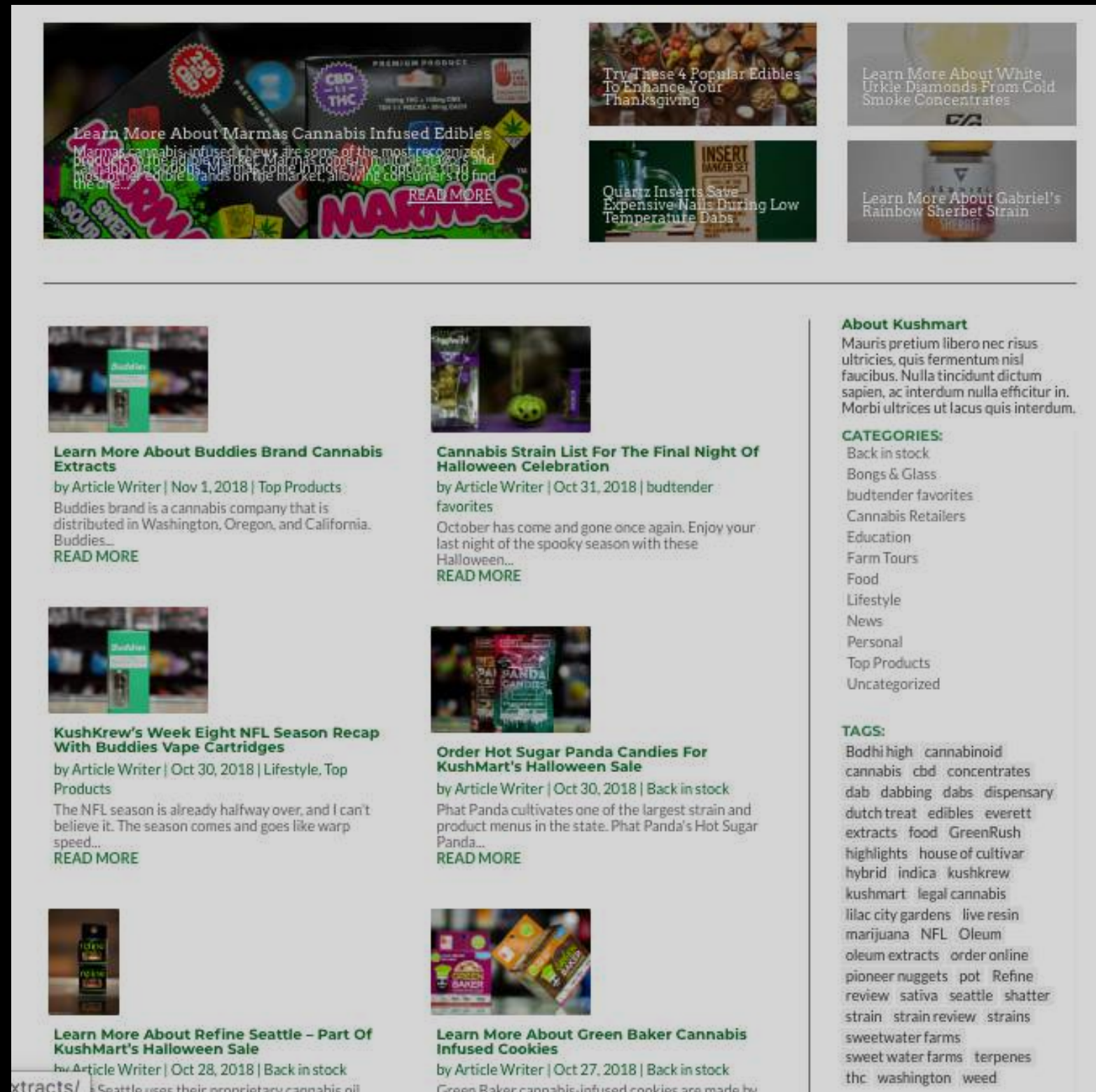
Most SEO companies won't tell you this, but the single biggest way to increase organic visitors is consistently producing unique content on your website. We use time-tested methods, advanced keyword research, and 10 years of experience to raise monthly web visitors and increase online orders.

- Invest in building an asset you own, your website!

- Personal recommendations

- Increase online orders

## Starting at \$1,000+ /mo



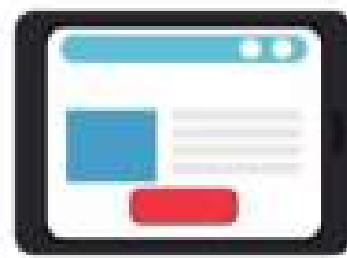


# GEO-FENCING (ADVERTISE ON POPULAR WEBSITES)

Reach only adults 21+ who live in your target market and only reach them when they are in your target market with programmatic advertising. We create audiences using various offline and online marketing data sets to target whom you want, where you want, and ensure they're 21+.



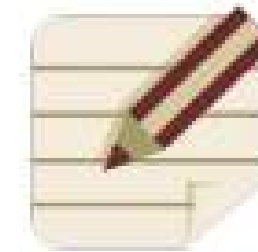
WEB DISPLAY



MOBILE IN-APP



CONNECTED TV



NATIVE DISPLAY

Reach consumers searching specifically for cannabis or CBD on popular search engines and mainstream websites and apps. We can retarget your website and even serve ads on connected TV visitors. You'll get a custom dashboard to see your data, KPI's, and converted online orders (works with most online order platforms.)

**Starting at: \$2,500/mo\***





# BULK CONTENT PACKAGES

We will travel to your dispensary, facility, or multiple locations to shoot various styles of content for use on social media, website, online menus, sales decks, and more. Build out your next campaign, month, or quarter of content with us!

## OPTION A

**\$3,000**

- (25) Photos
- (1) 30-sec social media videos

## OPTION B

**\$5,000**

- (75) Photos
- (3) 30-sec social media videos

## OPTION C

**\$10,000**

- (150) Photos
- (1) 60-sec video
- (3) 30-sec social media videos
- Lifestyle content  
(25) Photos
- (1) 30-sec social media videos



# ADDITIONAL SERVICES

What Else Can We Help With?

- SEO & Website Development
- Custom Video & Photography
- Influencer Campaigns
- Marketing Strategy
- PR Strategy & Execution
- Social Media Management
- SMS Strategy + Execution
- Targeted + Programmatic Advertising
- Launch/Expansion Campaigns
- Social Media & Google PPC
- Spotify & Playlist Curation/Promotion
- Consulting

*\*All monthly spends/retainers at or above \$10,000 receive 5% discount on additional services*



# CASE STUDIES

## RMR Website Advertising (1 month)

For this client, we ran a sidebar advertisement, newsletter inclusion, and custom article. Client was a brand who we successfully helped reach hundreds of thousands of potential consumers and brought in 3 wholesale order inquiries directly.



IMPRESSIONS  
215,000



INBOUND SALES INQUIRIES  
3

## Full Service Marketing (5 Months)

For this client, we ran SEO, blog content, SMS marketing strategy, SMS marketing execution, social media engagement, and marketing consulting.



WEBSITE PAGE VIEWS  
+40.87% ↑



WEBSITE USERS  
+108.84% ↑



GMB VIEWS  
+60.95% ↑



GMB INTERACTIONS  
+125.26% ↑

REVENUE IMPACT: +153.23% ↑





## BRANDS WE'VE WORKED WITH





# RMR STATISTICS



## WEBSITE

130k+ monthly readers



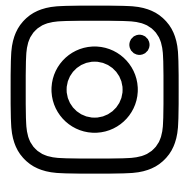
## FACEBOOK

55.5k Followers | 2.3 mil impressions /mo



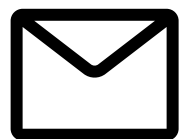
## TWITTER

10k Followers | 1 mil impressions /mo



## INSTAGRAM

3.9k Followers



## NEWSLETTER

7k subscribers | 20.3% open rate



## DATA

Powered by over 6 billion data points

