

THE 11TH ANNUAL

MJBizCon[®]

Become a Household Name: Creating and Sustaining a Successful Cultivation Brand

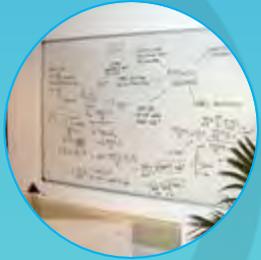


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From Seed to Sale: How to Strategize + Execute



Goals



Site Identification



Cultivation Strategies



Branding/Social Media/
Organic PR Outreach



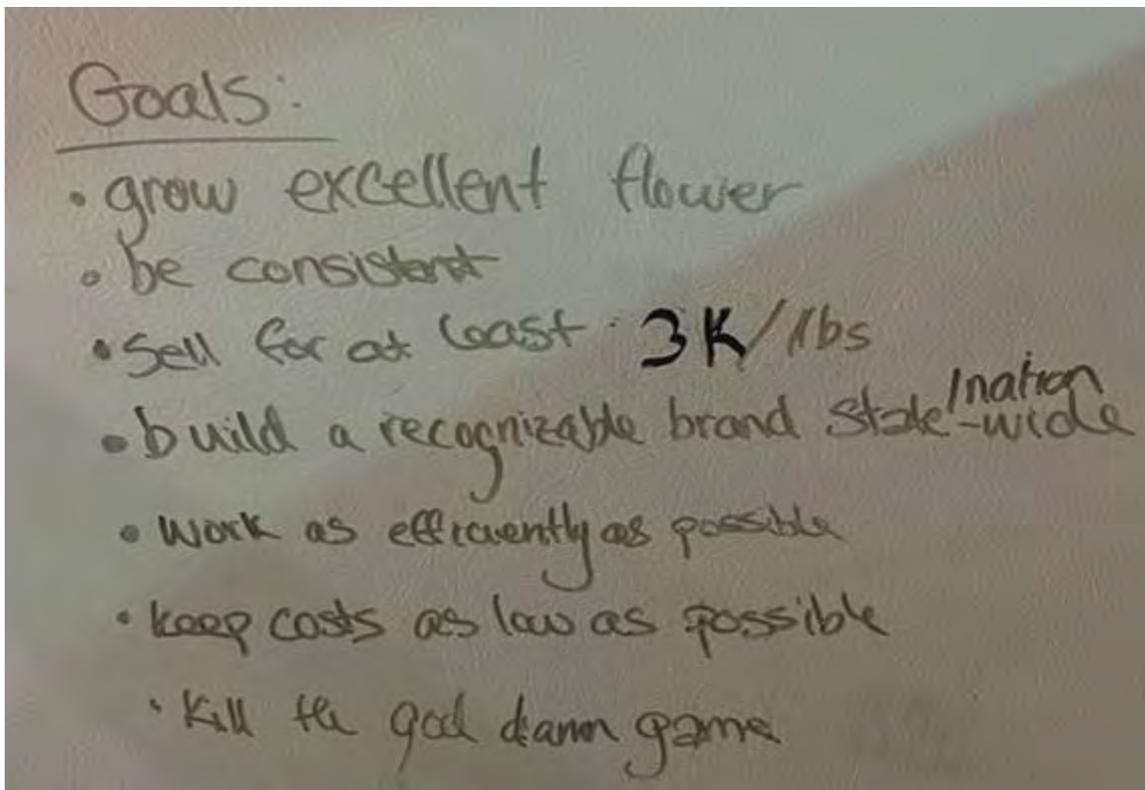
Build Brand!

Create Cultivation/Brand Goals

- Short Term Goals
- Long Term Goals
- Create on-going goals

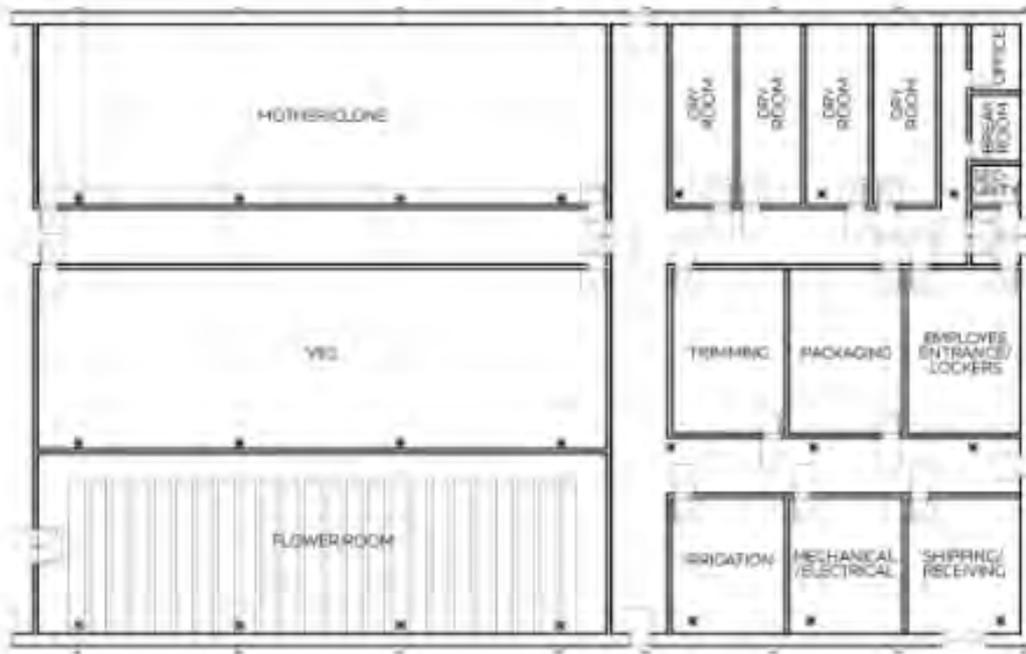


- Grow Excellent Flower
- Be Consistent
- Work Efficiently
- Build a Recognizable Brand State/Nation-Wide



Site Identification Checklist

- Zoning
- Water Source
- Square Footage/Layout
- Price/Lease
- Sufficient Electricity
- Don't Delibrate too Much!



Cultivation Strategy



Grow
Medium



Soil vs. Soilless



Nutrients



Organics vs. Salts



Lights



HPS vs. LED



IPM
Program



Beneficials vs. Sprays



Genetics



In-House vs. Aquired



Genetics

In-House (Seed)

Pros

- More control and transparency
- Potential to have strains others don't

Cons

- No guarantee of something good
- Costly, time consuming



Acquired (Clones)

Pros

- Can get large number of plants at once
- Saves time

Cons

- Can bring in "dirty" clones
- Hard to find legitimate nurseries



Grow Mediums

Soil

Pros

- Nutrients in Soil (more forgiving)
- Better tasting flower (Subjective)

Cons

- Longer Dryback Period
- Less Sterile



Coco/Soilless

Pros

- Sterile/Easy to Plant
- Works well with auto-irrigation

Cons

- Susceptible to Nutrient and PH Issues
- No Nutrients in Coco

Lighting



HPS

Pros

- Easier to “Dial In”
- 1/3rd of the cost of LED

Cons

- Emit a lot of heat
- Electricity bill will be higher



LED

Pros

- Barely emit heat
- Long lifespan

Cons

- Extremely expensive
- Harder to “Dial in”

Nutrients

Organics



Pros

- Boosts Plants Immune System (compost teas)
- Emerging studies Suggest Higher Terpene Content w/Organics

Cons

- Harder to “Dial in”, need experience
- Higher Cost



Salts

Pros

- Easier to “Dial In”
- Less Costly

Cons

- Harder to Flush salts
- Synthetic



IPM Program

Sprays

- Plant Therapy
- Micronized Sulphur
- Athena IPM

Beneficial Insects

- Rove Beetles
- Stratiolaelaps

Dry/Cure

Dry

- 60/60 degrees/humidity
- No Direct Airflow on drying plants
- Don't rush the process (10 days at earliest)

Cure

- "Burp" bags or glass jars until desired moisture (strain dependant)
- Store in "dry room" 60/60 and dark

Brand Identity- Tell Your Story

Storytelling makes your brand more:

- Consumable
- Relatable
- Credible
- Memorable

Disney



Google

Why is Storytelling Important?

- Gives you the opportunity to craft your brand narrative
- Helps consumers get a “feel” for your brand + emotionally invested
- Most importantly, authentic storytelling is important



What Elements Make a Good Brand Story?

Three Tips to Think About

- Be vulnerable: Leads to Trust
- Inspiration/Motivation
- Stay True to You



Magic Hour Media Placements

- Forbes
- CNN
- Business Insider (6.5 Million Views on Youtube)
- VICE
- Leafly
- Weedmaps
- Black Enterprise
- Fortune Magazine

DIY Media/PR Outreach

- Have a compelling, unique, and concise pitch. DM's and emails are completely free. Forbes feature came from blind Instagram DM
- Do your research! Start local/small- (email/Instagram usually public). Journalists get paid to create content. Make their job easy!
- Be politely persistent. When the time comes, you'll be top of mind

Instagram Tips for Easy Engagement

- ✓ Encourage and participate in interactions
- ✓ Connect and build relationships- Build Community
- ✓ Add value to the parties participating



How to Provide Value with Content

INSPIRE

ENTERTAIN

EDUCATE

UTILITY

Insights on Social Media and Cannabis Branding

- Instagram can be your best friend or worst enemy when it comes to cannabis branding.
- Avoid straight up nug shots!
- Get creative- use lifestyle content.
- Diversify your platform- Youtube, Instagram, Reddit/Discord/Telegram etc, don't just rely on one!



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