

# Hemp Health



# You're in Good Company



PURE FRESH  
CANNABIS



CHARLOTTE'S WEB™  
STANLEY BROTHERS



# Direct Ads from Google to your website

## Paid Media For "*Magic Mushrooms*"

One of the biggest challenges in the psychedelics industry is access to advertising channels. That's why we have dedicated time to testing, optimizing, and perfecting paid ad strategies that run on google search.

We run consistent advertising campaigns across search & display networks, giving our clients an advantage over the competition in their niche.

With our tested strategies & technology, you can finally run traffic from Google and scale. Selling the products you want to sell with no impact on your website. While we have perfected this on CBD brands, our methods span across all psychedelics in the space.



# Direct Ads from Google to your website

A preview taken directly from Google Ads showcasing one of our dispensary partners,  
**PureFresh**



Ad · [www.purefreshcan.org/Dispensary](http://www.purefreshcan.org/Dispensary)

BC Dispensary 100+ Strains | Purefresh  
Canadian Dispensary

PureFreshCan has earned the trust of over 10,000  
Canadians across the country. With the largest online  
inventory, you can find your perfect product.

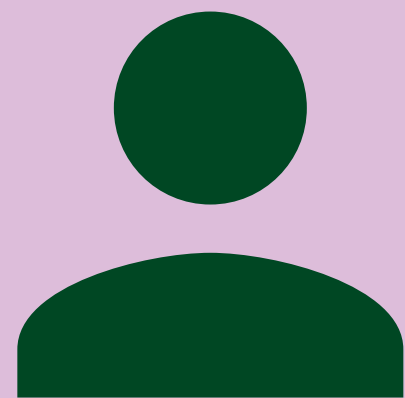
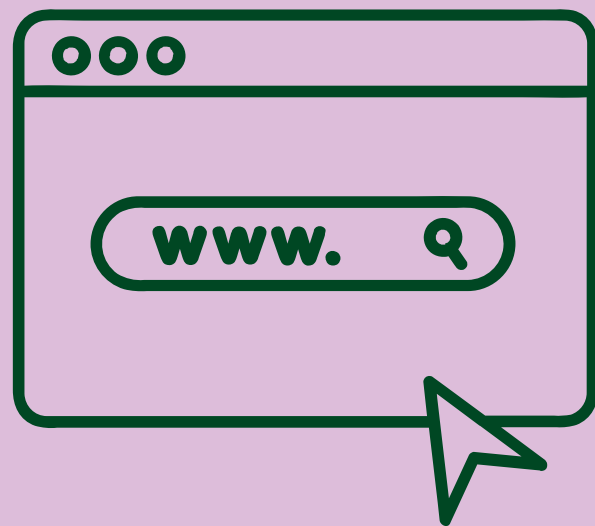
Ad · [purefreshcan.org/online](http://purefreshcan.org/online) ▼

Online Dispensary | Buy Your Shrooms Online | Quality  
Canadian Goods

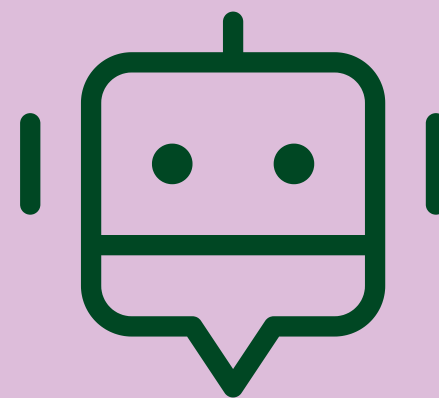
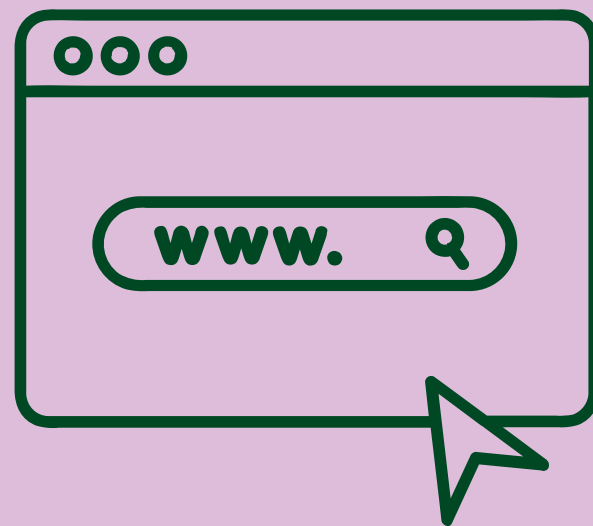
PureFresh Dispensary has a selection of premium  
products and specialized tools from across the world –  
everything you need to enjoy flower just the way you like it.

# Our Methods

Content 1- For humans



Content 2- For bots



## Cloaking Explained

Sites that make use of cloaking have two variations of their website, based on the IP address, one site gets displayed to online users and the other to search engine bots.

Websites scan and pick up IP addresses of search engine bots and send them to a different version of the website. Online users will get sent straight to the actual version of your website.

This is what allows us to run ads for your business.

# Testimonials

“

*Working with HempHealth has been an absolute pleasure. They are approachable, responsive, and genuinely invested in my business, that's why we worked together for over 3 years. PPC has taken my store to new heights, driving a surge of targeted traffic and boosting conversions like never before. If you're an online dispensary owner looking to level up your marketing game, I can't recommend them enough.*

”

**Teddy from Pure Fresh Cannabis**



“

*We hit the jackpot using HempHealth for PPC. They've been an absolute game-changer for our online marijuana dispensary. They boosted our online visibility and brought a flood of new customers, but they also significantly grew our email list. This was our secret weapon and we are happy it worked out so well.*

”

**Nick from MaryJane and Finch**



# HOW ARE WE DIFFERENT?




## **GET CUSTOMERS FROM GOOGLE**

Our back-end technology allows you to promote any product across a multitude of websites or landing pages, regardless of the network they belong to. You no longer need to rely on intricate blog funnels or specific e-commerce sites. Now, you can effortlessly advertise your product on Google without any hassles.

## **INDUSTRY EXPERTS**

With an extensive track record of successfully overseeing paid media campaigns for renowned brands in the industry, Hemp Health emerges as the ideal marketing collaborator for brands operating in the psychedelics sector. Our unique understanding of the market sets us apart as your go-to partner in this space.



# WE ARE EASY TO WORK WITH

## **01. Campaign Strategy**

Once we've discussed the campaign goals HempHealth will develop the campaign strategy across suitable networks to achieve those goals. This strategy will include proposed offers, keywords and the required spend.

## **02. Campaign Development**

When campaign strategy is finalized development of ad creatives, ad accounts and copy begins. Hemphealth will also develop all required web pages.

## **03. Campaign Launch**

Once all campaign assets have been approved it's time to launch the campaigns. From Strategy to Launch, the whole process usually takes from 1-2 weeks.



# The Values We Live By

## *What Makes Us Different*

### **Education**

Hemp Health is made up of a team that works to test and better understand products. Through our content, we work to inform people on the benefits of psychedelics, to foster trust and knowledge. Making us a trusted partner in the field.



### **Business Growth**

Businesses within this space often struggle to achieve visibility online. With a range of unique brands and diverse products- we believe these brands deserve to be showcased. This is why we have developed the perfect software for PPC marketing for brands in this industry.

# Case Studies

## Objective & Results

This clients focus was email capturing. We ran separate ads to individual pages on the site so we could test what the high ticket items are. Oils, bud, edibles, concentrates, all pages were plausible to run ads to.

1. AOV \$100, 8% email capture, \$150k from \$10k of adspend in initial months.
2. Total Lifetime spend with client was \$220,000. Earnings from Google Ad campaigns were \$1,050,000
3. Total email captures from google campaigns was 62,000

## Pure Fresh Cannabis



1 Month Ad Spend	<b>\$12,000</b>
Conversion Value	<b>\$66,000</b>
Email Captures	<b>3,100</b>

	Cost ▼	Clicks ▼	Conversions ▼
Standard Landing Page & Email Capture	CA\$9,362.69	17,462	2,761.00
Edibles	CA\$2,341.30	3,595	658.00
Dispensary Landing Page	CA\$582.43	536	70.00
CBD Oils	CA\$390.34	219	16.00
Landing Page & Email Capture	CA\$48.26	49	6.00

# Case Studies

## Objective & Results

**\$0 In Sales To \$35,000 a month**

This was a brand-new dispensary and wanted to start immediately with paid ads. We managed to give them quite an advantage in the space with our PPC methods.

1. AOV \$125, 8.5% email capture.
2. Total Lifetime Clicks: 20,000 new clicks of people looking for online mail order marijuana.
3. Built the brand entirely on google ads and operated as their only marketing source.

## MaryJane and Finch



+ online dispensary canada	76	2.8K	4.6K	14K	\$0.60
✓ online dispensary	71	1.3K	4.5K	8.5K	\$1.00
+ online weed dispensary	64	1.2K	3.1K	57K	\$1.30
+ cheapest online dispensary canada	76	400	500	2.8K	N/A
+ best online weed dispensary	69	400	700	2.9K	N/A
+ best online dispensary canada 2022 reddit	0	350	350	200	N/A
+ vancouver online dispensary	41	300	350	6.6K	\$0.60
+ online dispensary vancouver	43	250	350	3.1K	N/A
+ best online dispensary canada	68	150	600	2.9K	\$1.30
+ weed dispensary online	70	150	400	58K	\$1.80
+ online dispensary canada shut down	8	150	150	20	N/A
+ best online dispensary canada 2021 reddit	0	150	150	200	N/A

# Thank You ✨

Please reach out if you have any questions, *we would love to hear from you.*

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