

CBD TO STORE

www.cbdtostore.com

Marketing & Pricing Guide

A photograph of a business meeting. In the foreground, a person's hand is holding a silver tablet, pointing at the screen. In the background, a woman with long brown hair is looking at the tablet. To her right, a man in a dark suit is also looking at the tablet. They are sitting around a dark wooden conference table. On the table, there are some papers, including one with a colorful pie chart. The lighting is soft and professional.

Our goal is simple:

Generate more leads and customers for our clients so their businesses can grow.

One of the key elements of a successful marketing strategy is the acknowledgment that your existing and potential customers will fall into particular groups or segments, characterized by their “needs”. Identifying these groups and their needs through market research, and then addressing them more successfully than your competitors, should be the focus of your strategy.

CBDtoStore is here to help you achieve your marketing and brand awareness goals through a few different avenues of marketing. This could be achieved through various forms of advertising, exhibitions, public relations initiatives, Internet activity and by creating an effective “point of sale” strategy since you rely on others to actually sell your products. Limit your activities to those methods you think will work best, avoiding spreading your budget too thinly. We offer multiple packages that allow you to spend your budget wisely and in various ways each month.

A key element often overlooked is that of monitoring and evaluating how effective your strategy has been. This control element not only helps you see how the strategy is performing in practice, it can also help inform your future marketing strategy. We can offer a report on each package you choose to use so that you are able to get the information you need to help your brand grow.

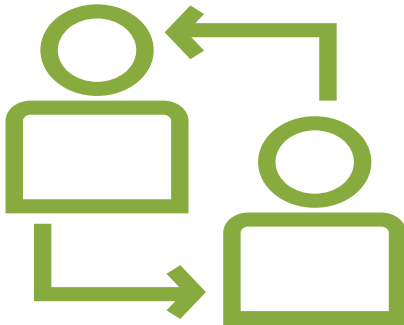
Marketing **Packages**



Homepage Banners

Grow your brand awareness using banner ads so people can easily recognize your products.

Your brand image is highly visible to visitors of the site and will link directly to your brand page.



Email & Social Media Campaigns

Email marketing is very effective at helping business owners and consumers stay connected.

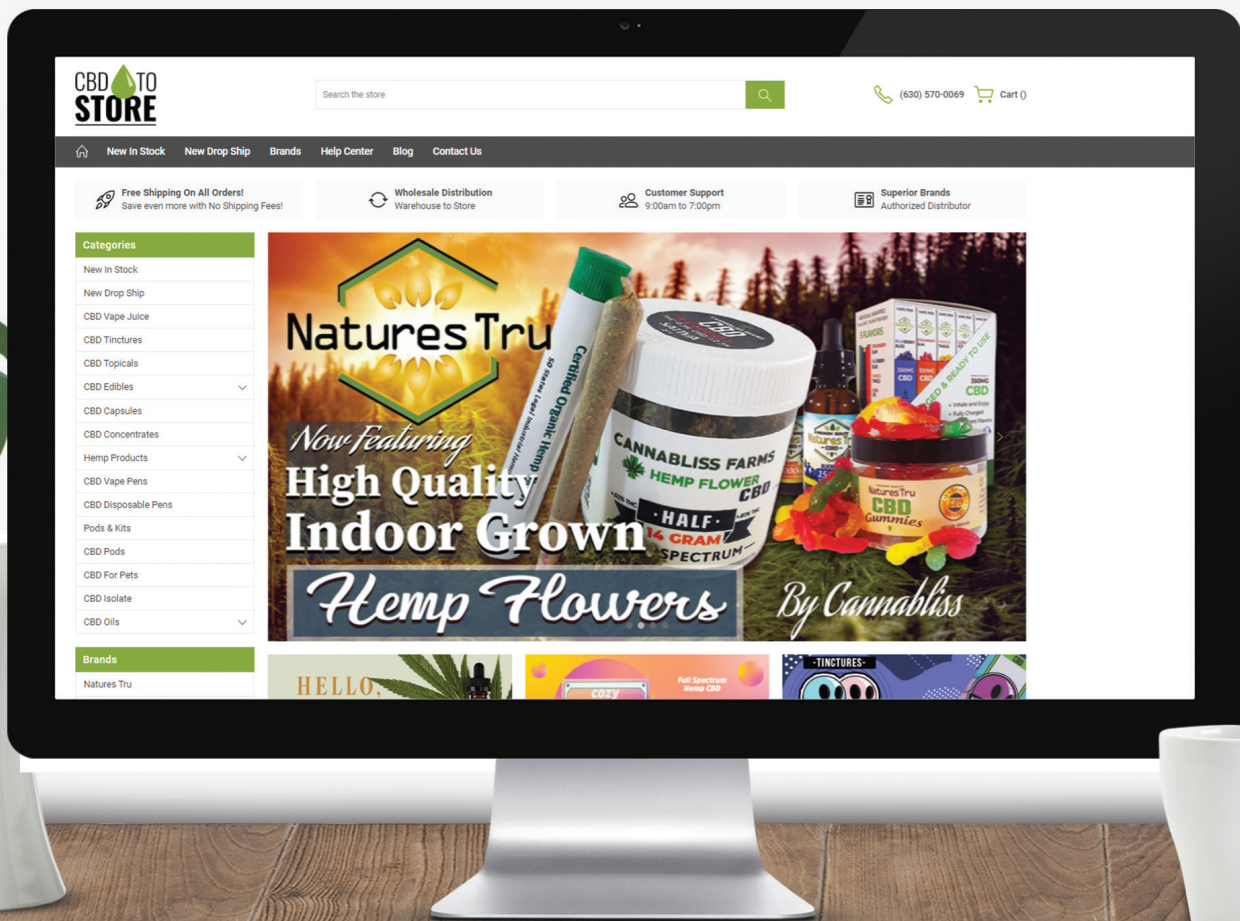
This is used to help businesses increase brand awareness, generate more leads, and improve customer engagement.



Print Media

CBDtoStore has a monthly publication dedicated to the education and awareness of the cbd industry. We mail it to an extensive list of health and wellness stores.

Used as a great opportunity to promote your brand and any new products or information.



Homepage Banners

Banner Advertisements

The static banner ad can be a simple image or a visual that is acting just like an ad but in the digital ecosystem you can click on it and get to the product page of the advertisement.

Display advertising (including clickable ads that appear in website margins) has many advantages that can improve your business' online presence by:

- Effective targeting
- Flexible costs
- Measurable results

All you need to do is carry over your knowledge of your audience so you can determine how to reach them online.

We currently offer 8 packages, including 3 multi-level packages:

- Top Static Banner
- Main Sliding Banner
- Triple Side Banner
- Left Vertical Banner
- Top Selling Products Banner
- Large
- Small
- Best Selling Long



Package 1

Top of Page Banner*



*Available Soon, no preorders taken for this package

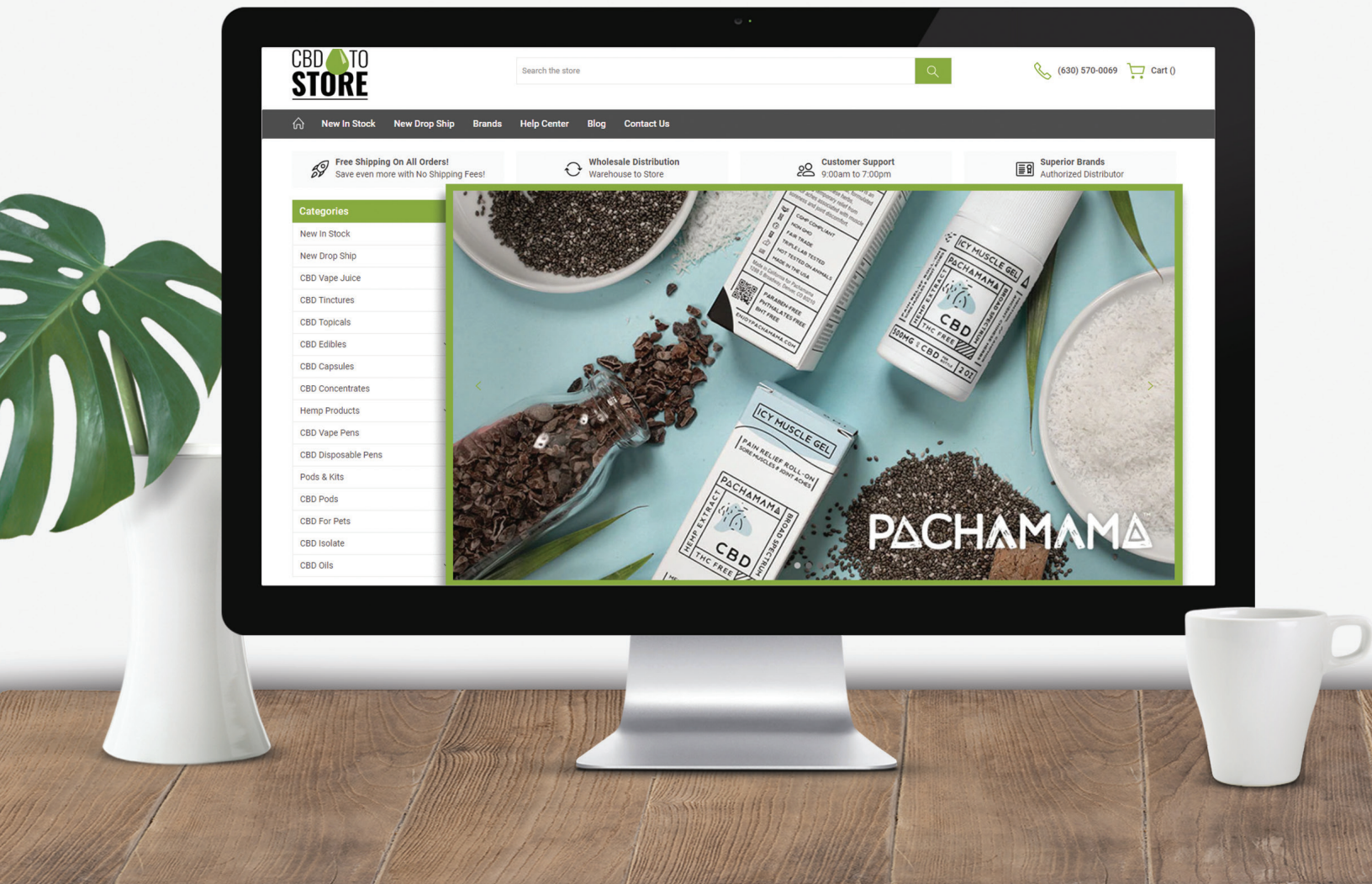
The next highly visible banner section is located just to the right of the rotating. We offer 3 banner areas for your brands advertisement.

Impressions
11,000+

Duration
1 Week

Dimensions
1910 x 75

Price
\$1000



Package 2

Main Sliding Banner

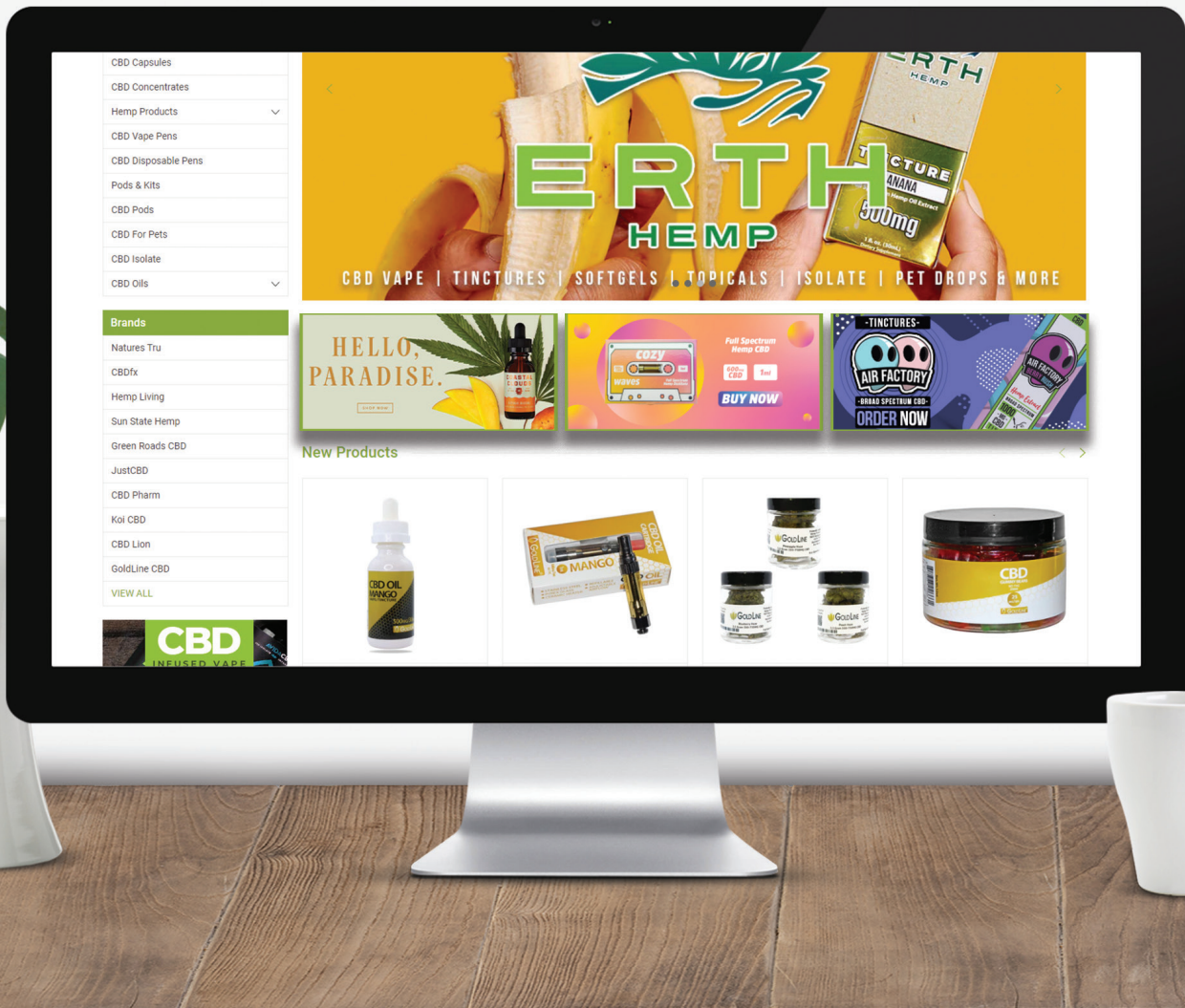
The largest display area on the landing page is our main sliding banner. We accommodate 5 slots in this rotating display position that is the first images visitors see every time they come to the site.

Impressions
1,800+

Duration
1 Week

Dimensions
1150 x 620

Price
Slot 1- \$500
Slot 2- \$500
Slot 3- \$300
Slot 4- \$300
Slot 5- \$300



Package 3

Triple Bottom Banner



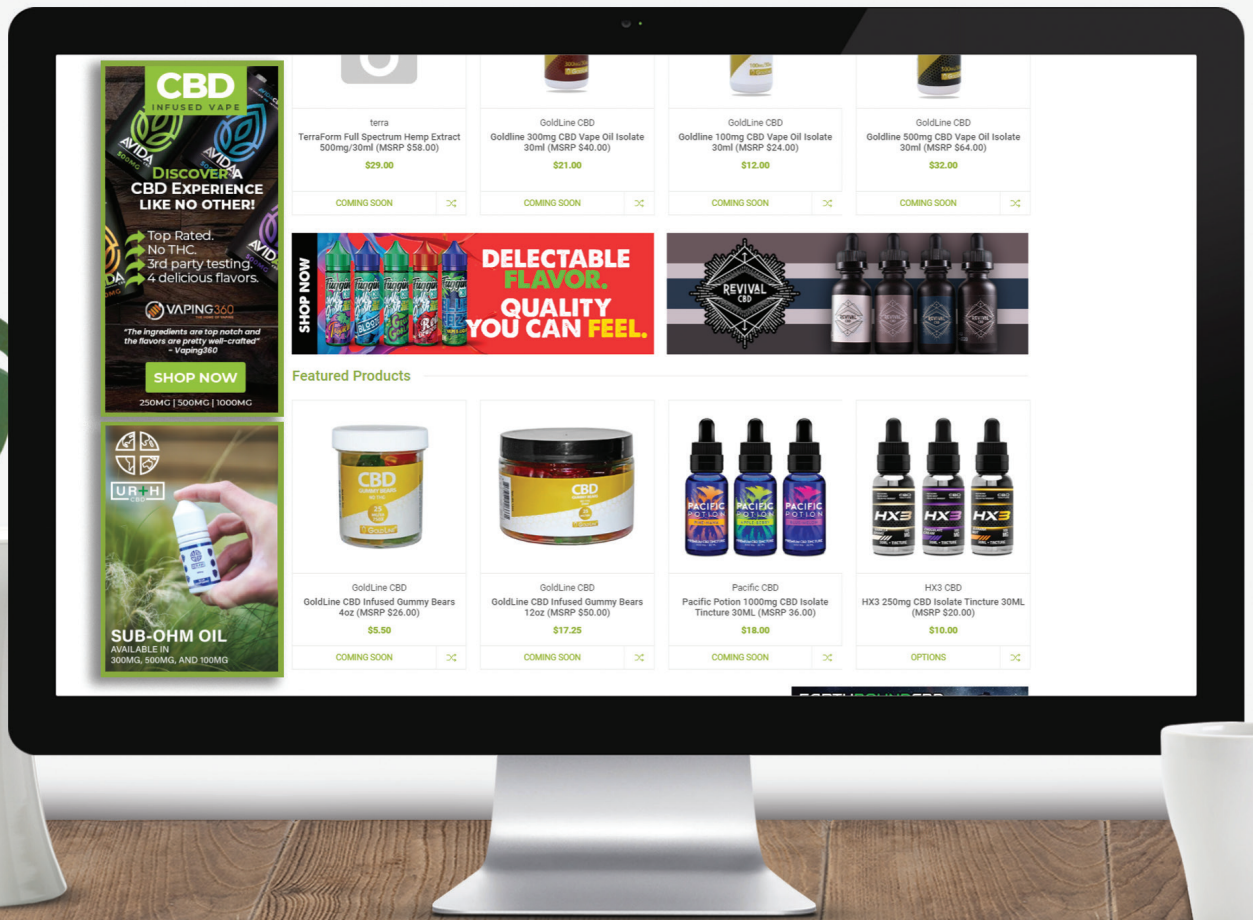
The next most visible banner section is located just to the right of the rotating. We offer 3 banner areas for your brands advertisement.

Impressions
1,800+

Duration
1 Week

Dimensions
370 x 172

Price
Slot 1- \$500
Slot 2- \$500
Slot 3- \$500



Package 4

Left Banners

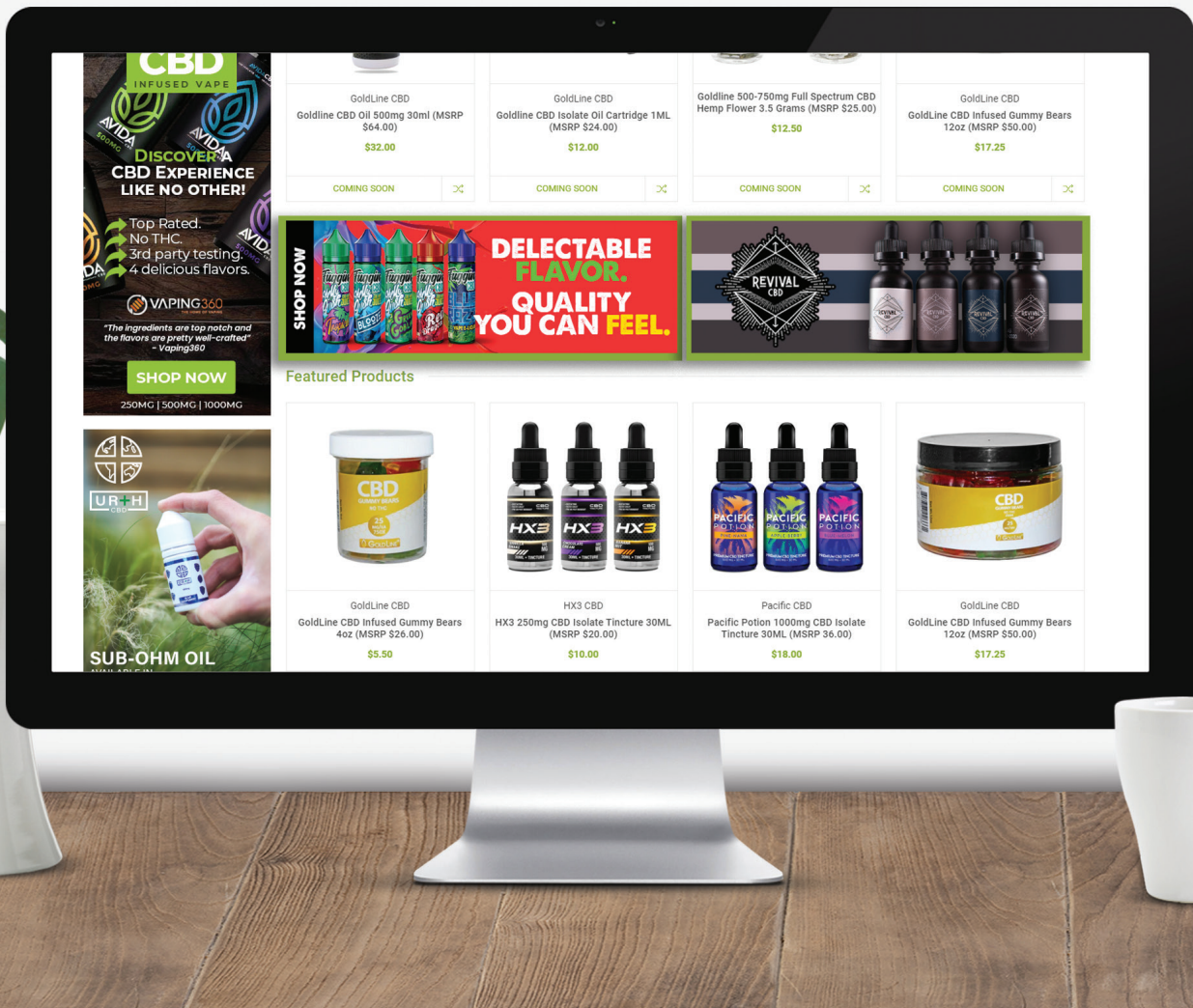
The set of vertical banners visitors see as they scroll down the homepage and aligns with the **NEW PRODUCTS** row. This area is highly visible and a great place to take advantage of displaying your brands newest products and offers.

Impressions
1,700+

Duration
1 Week

Dimensions
270 x 544
270 x 390

Price
Top- \$400
Bottom- \$300



Package 5

Top Selling Products Banner



Utilizing a space break on the page, these side by side banner options offer great placement for you brand to be noticed .

Impressions
1,700+

Duration
1 Week

Dimensions
565 x192

Price
Slot 1- \$350
Slot 2- \$350



Package 6

Short Bottom Page Banners

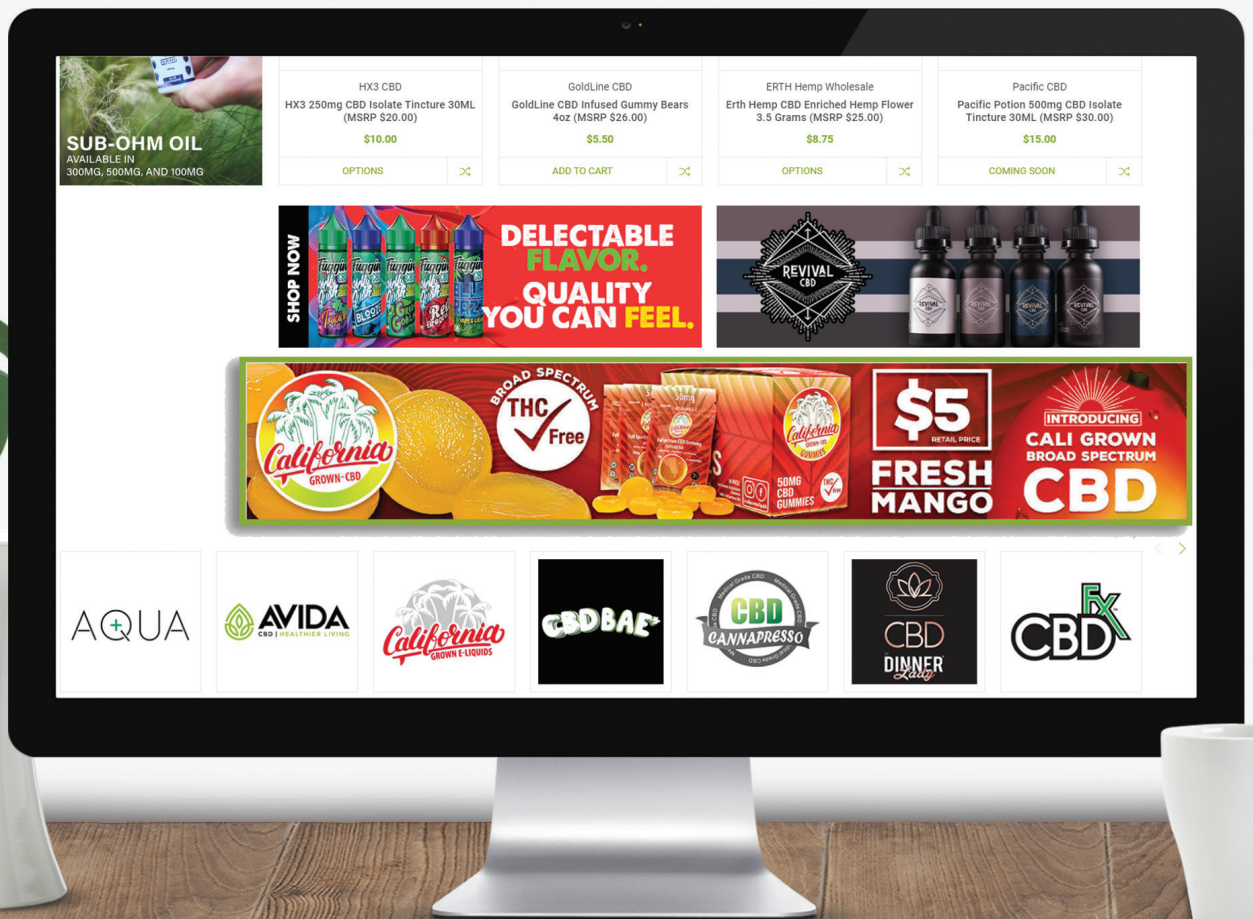
Below the featured product section we offer 2 banner spaces.
 The long banner space offers enough width to showcase your full assortment of products from your brand.

Impressions
1,700+

Duration
1 Week

Dimensions
565 x192

Price
Slot 1- \$300
Slot 2- \$300



Package 7

Bottom Page Banner

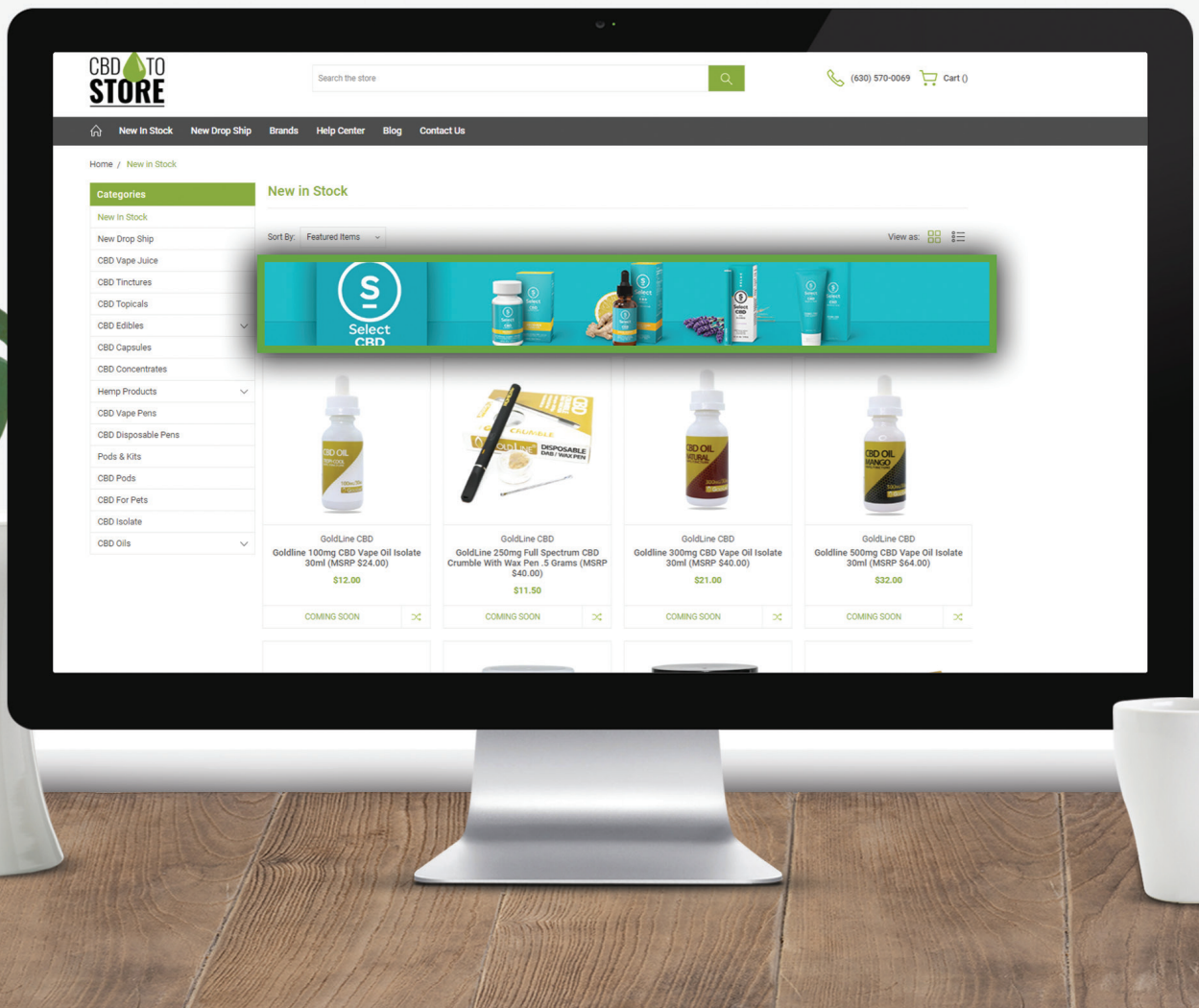
The last banner available on the page offers the possibility to be the banner remembered most by visitors, as it is the last branding they will see on the page. This offers a unique effect on the brain that allows your brand to stick out when thinking back on the page.

Impressions
1,800+

Duration
1 Week

Dimensions
1150 x 195

Price
\$500



Package 8

New CBD in Stock Banner



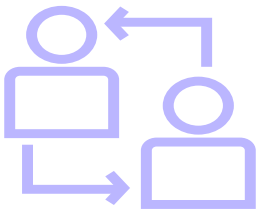
Below the featured product section we offer 2 banner spaces. The short banner space offers a great space to advertise your brand.

Impressions
3,000+

Duration
1 Week

Dimensions
1150 x 175

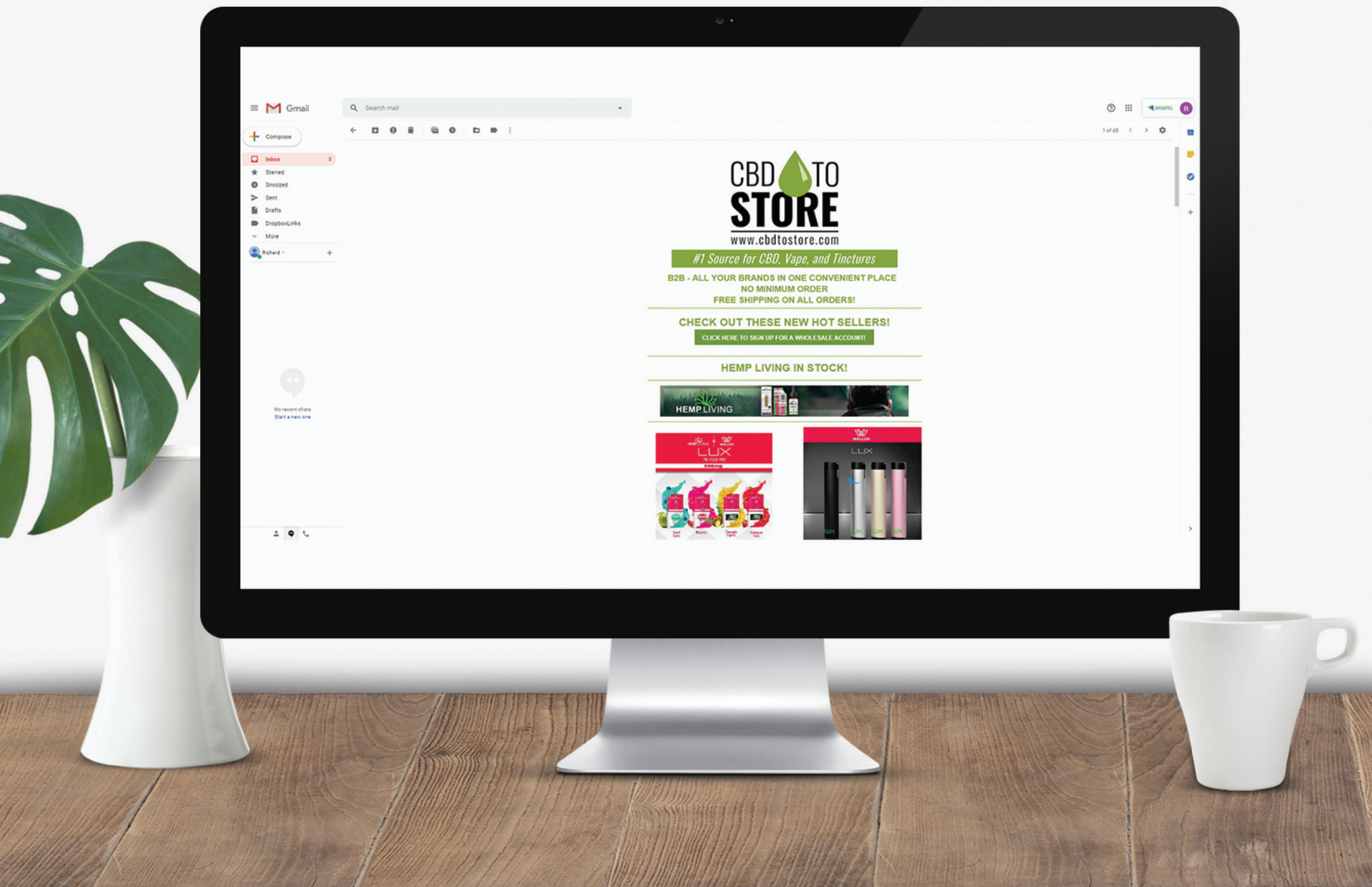
Price
\$400



Email & Social Media **Campaigns**

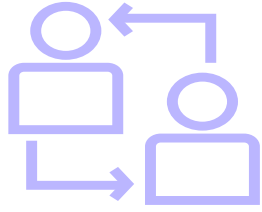
Email marketing is very effective at helping business owners and consumers stay connected.

Email marketing has the highest conversion rates of any marketing channel. In fact, Data & Marketing Association reports say sixty-six percent of online consumers made a purchase after receiving an email marketing message, which is more than social and direct mail. According to the global management consulting firm McKinsey & Company, transactions from email are three times more profitable than those made on social media,



Email Campaigns

Our Package includes a complimentary social media post to Facebook, Instagram, and Twitter



Email And Social Media Blasts
 Our email blasts reach an audience of over 16,000 subscribers. Our daily email blasts also come with a post on our Facebook, Twitter, and Instagram.

<u>Impressions</u>	<u>Duration</u>	<u>Dimensions</u>	<u>Price</u>
18,000+	1 email	Email Banner: 600 x 1000 Social Media Post: 1000 x 1000	\$300