

# CANNABIS BUSINESS TIMES: LEAD GENERATION

**CANNABIS**  
BUSINESS TIMES

## OBJECTIVES

This industry is heavily regulated and faced issues promoting their event across both paid and organic platforms. Rob was brought in to help with ads consistently being disapproved, increase ticket sales, and increase overall brand awareness, as this specific conference was not the leader in their field.

## SOLUTION

Through meticulous keyword research, copywriting, copy editing, and meetings with platforms, Rob was able to give this conference & expo much needed help with approved ads directing users and prospective clients to a new landing page, which in turn generated tens of thousands of dollars in ticket sales from new and existing customers alike. As a result of Rob's efforts, the conference & expo experienced a significant increase in online visibility and engagement, leading to a substantial boost in attendee turnout and overall revenue. His strategic approach and attention to detail played a pivotal role in the success of the campaign, demonstrating the power of effective PPC management in driving tangible business results.

## RESULTS

### 1. Setting rapport with platforms

Through the meetings Rob set up and attended with the client, platforms were able to open a line of communication and work with the client.

### 2. Ads that were not disapproved

In addition to the new open lines of communication, ads that were built across platforms were in less danger of being disapproved.

### 3. Tens of thousands in ticket sales

The new ads that directed to specific landing pages segmented by ad group led to tens of thousands of dollars in ticket sales for this conference.

## AT A GLANCE

### CHALLENGES

- Existing customer retention
- New customer acquisition
- Advertising not being 'disapproved'

### RESULTS

- Relationships built with platforms
- Tens of thousands in ticket sales



## ROB VAN AUKEN

Founder & President  
*Brassic Media*

"We love working with clients who may need that extra help when it comes to heavily regulated industries. It's great fun to see ads that had been disapproved previously become ads that have no problem serving."

[www.brassicmedia.com](http://www.brassicmedia.com)  
[rob@brassicmedia.com](mailto:rob@brassicmedia.com)