



USE POTENTIAL GROUP TWO

High Use Potential



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9-11% of the population of this group is likely to use cannabis products, including but not limited to THC-focused products, regularly.

HOW TO MOTIVATE THEM

Invite Them to the Inner Circle

Make this group feel special by incentivizing them with tailored communications and offers. Make them feel included and motivated to remain part of the club.

Discount with a Purpose

Discounting is not necessarily bad. Find innovative ways to generate buzz via price and discounts. Value-based loyalty programs are likely to make this group favor your brand over others.

Go to Them

Find ways to interact with this group. Whether it's at the dispensary or at a show, get with it and make this group feel like you want to be a part of their lives.

Make Them Brag with Schwag

Whether it's a branded tee or a digital profile, give this group an opportunity to represent your brand in innovative and creative ways by giving them things that elevate them amongst their peers.

VH



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M



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VL



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