



USE POTENTIAL GROUP THREE

Medium Use Potential



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6-8% 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

Clear the Path

Make it easy for this group to understand and interact with your brand by speaking openly about its social, health, or general benefits across multiple platforms like social media.

Motivate with Value

Establishing the value of your brand quickly by portraying the myriad of ways your products can benefit this group's lifestyle.

Give Them Something to Show Off

Appeal to the social status of this group when communicating your unique brand message. Avoid looking like the other guy by embracing differentiation.

Keep It Simple

There is no need to make your brand overly complicated with this group. Stand out by being approachable and simple when describing your offering.

VH



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