



USE POTENTIAL GROUP ONE

Very High Use Potential



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12%+ 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

Give Them Purpose

Because this group is more inclined to be or become buyers, make sure your message is about more than your product(s). Position your brand to speak to what matters to them.

Make Them Ambassadors

If communicated to correctly, this group could become powerful early adopters. Incentivise them with perks that will boost their status as they use and promote your brand.

Justify Your Pricing

Whether your pricing is high or low, make sure your strategy is in line with your brand's presence in the market.

Elevate Their Expectations

Push your target group's perception of your product by offering new innovation, information, opinions, and presence in diverse social settings.

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