

# How to Market Your CBD Business

Written by News Services

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The CBD business is a billion dollar industry that's grown in popularity in recent years. More and more businesses are trying to jump on the bandwagon of selling CBD products, but it's not as easy as it seems.

If you're looking to market your CBD business, there are a couple of things that you'd need to take into consideration to ensure its success.

## Start out with a physical location

Ideally, you'd want to start out with a location where you can physically sell the product to your customers. Not only does this help with the reorder rate, but it's also much easier to win over customers.

Not only can customers speak to someone if they've got any questions, but they can also learn more about the popular CBD products and which ones would suit their needs best. That's not to say that you shouldn't set up an eCommerce website, but you should certainly look at a physical store first.

## Focus on your strengths

Look at what you're particularly good at as a CBD business, you'll want to be [capitalising on business opportunities](#)

What makes you different? How can you set yourself apart from your competitors and what's the most effective way to market that?

As an easy start, you can focus on making a strengths and weaknesses list and hone in on your unique selling points. Then, make a website and your social media pages before getting influencers to be interested in your product. Start simple and work your way up with more creative ideas once you've got a groove going.

## Be aware of which products are selling

Before you even consider which products to sell, you'll need to think about whether or not you'll be launching your own line or using an existing brand instead. Existing brands already have customer clientele and brand awareness so it'll be much easier to sell them.

You will, however, need to think about your profit margin as you'll need to pay a commission for selling a product from an existing brand.

Once you've figured out which of the above you'd like to go ahead with, make sure you're tracking the products that are selling well. The ones that are selling well are the ones you'd like to give a bit more of a focus to - such as increasing the inventory of these products, hiking up the prices etc.

## Start face-to-face

While you can benefit from selling CBD products online, the easiest way to do so is face-to-face. If you're not familiar with ecommerce marketing, you run the risk of nobody finding your business as you'll be ranked low on Google searches.

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Instead, focus on selling your products face-to-face and once you've established more of a customer base, you can then consider setting up a website and having your customers purchase via an online portal instead.

### **Marketing your CBD business**

As seen from the above, marketing your CBD business can be tricky. The most important thing is to ensure that you're aware of your CBD business's unique selling point, and what differentiates you from your competitors. Once you've figured that out, you'll be able to use it to your advantage and succeed.