

Marketing Plan.



Marco Johan Mora Moina
Miquel Picó
M07_CINT2A

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1. Description of the idea.

My idea of e-commerce is a CBD store, where all the people can enter and buy the best products for their health. Also, we want a place where talking about CBD benefits is not a taboo and people don't see CBD users as drug addicts, in other words we want to make people aware about its benefits.

Furthermore, we want to reach everyone in Europe and, later, we want to reach every country in the world that has legalized the cannabidiol CBD.

Additionally, we want to create a clear bond with our customers, this we will do thanks to our quality and our concern about the healthy of our customers, we assure always that owers own products are 100% organics without chemicals and substances that will be dangerous for the people and animals, and for the other brands products that we sell in our store we assure that these products pass a sanitary control, even so, we only work with companies that have the same values as us.

→ Brand Name

The name of the e-commerce company is CANNADOCTOR, the name arises from our main mission, to make people aware about the benefits of CBD, is for this reason that we add "DOCTOR" to the prefix "CANNA", because we concern about the health of our customers as a doctor do.

→ E-commerce Description

CANNADOCTOR is an e-commerce company dedicated to CBD products, for humans and for pets, we have our own farms where we cultivate our organic flowers and where we do our selected oils, also we work with enterprises that don't use nocive substances in his products. To achieve our mission we will use our Blog, and community created in our webpage, where we will put events or informative posts about CBD to make the bond with our customers stronger and be completely transparent.

2. Internal Analysis.

CANNADOCTOR is an e commerce that is starting his activities, even so, has a solid internal structure from which we can analyze the followings:

→ Products:

As a CBD retailer, we offer a large variety of products that we divide in 2 groups, one for humans, and the second one for pets.

- **Products for humans**, in this group we have 4 categories of products that are:
 - **CBD Oils**: in this category we sell a diverse range of oils, between 5% and 40% of CBD, the bests on the market.
 - **Flowers and Hash**: in this category we sell the flowers cultivated by us, and his extractions, all of them with organic fertilizers and products made by us.
 - **Athlete's CBD**: in this category we sell products for the athlete's care body like massage lotions or sport balms.
 - **Daily Care**: in this category we sell products for the daily care of our clients, like creams or balms.
- **Products for pets**, in this group we have 2 categories of products that are:
 - **Dog's CBD Sweets**: in this category we sell a diverse range of sweets for our loyal friends, those come with flavours that they will like.
 - **Oils for pets**: in this category we sell a diverse range of oils, with a low % of CBD, and with flavours that any dog or cat will like.

→ Distribution:

We have a farm in Barcelona where we cultivate, produce and store our products, those are in our webpage. When a consumer does an order we will send it to his direction in 24 - 48 hours with the maximum discretion possible.

→ Communication:

We have a strong internal communication, as we are friends that are starting a new undertaking, we take decisions in groups, all we want to do we talked before among all. Also we worry about our external communication with other brands, we want a good relation with them, always making sure that they have our same values, otherwise, our external communication with our customers will be mainly online across social media and a little bit of traditional media.

→ Price:

We want to give our customers always the best quality - cost relationship, always ensure the best quality at a competitive price.

→ Equipments:

To achieve our objectives we have a homepage that has a blog and a community group to connect more easily with our customers, and our social media also, otherwise we have the farm where we have some machinery for doing oils and other CBD extractions and our own warehouse.

→ Human Resources:

As we are an e-commerce company we don't need any workers, all the work we have we do it ourselves.

3. External Analysis.

→ Micro Environment.

In our microenvironment we know that it is very important to close relationships between the different agents that complement it. We can analyze the following ones that are important to its:

- **Market:** We are producers and also we sell products from other brands, we have to take care with the % of THC for don't have any troubles. Today, the people are aware of his health and prefer organic products, but these accustomed to being expensive, and because of this we sell products without chemicals at a very good price.
Actually our market is composed of **the current market**, that are the customers that come to our e-commerce and buy, **the potential market**, that are these customers that come to our store, they like our products but for something they don't buy.
- **Suppliers:** As we sell products from other brands we need to buy them the products that we want to sell to, but only if they have our same values because we have to keep our quality policies to ensure the wellbeing of our customers.
- **Customers:** Our clients are mostly young people that are aware of his health and know the importance of using natural and organic products. They also have an open mind and they like to try new things that will be good for them. They are people who worry about the price and the quality of the products that they buy, so they search among the competition to find the best quality - cost relationship.
- **Competitors:** Since the last decade a lot of countries legalized the commercialization of CBD products and today in our market there are a lot of competitors, in e-commerce and traditional commerce, in Spain, mostly in Barcelona there are a lot of stores in the streets. But, where the competition is stronger is on the e-commerce market, there are a lot of webpages that sell CBD products, and all of them have the same products or with similarities and there aren't too many brands that sell organic and natural products.
- **Brand ambassadors:** These days it is very important to have someone with public relevance to have a good impact at the beginning, for this reason it is very important that the person selected fulfill some requirements to work with us.
- **Financial intermediaries:** To achieve our objective efficiently we want to find some stockholders and investors that will help us economically, to do some events and other marketing activities.

→ Macro Environment.

In our macro environment there are some factors to analyze that are the same that we can analyze in the PESTLE analysis.

- **Demographic environment:** In our demographic environment we can find young people and not too young people, they are between 18 - 40 years old. We can find them in every country that has legalized the commercialization of CBD products. They can also have pets with some issue that made him take CBD products. These people are worried about his health and want natural products from a transparent company.
- **Political environment:** In the EU these last years many countries opened his doors to the commercialization of CBD products, this factor made his market grow fast. Today, most countries in the EU have legalized cannabis farming. For selling CBD products without legal troubles in the EU our products need to have less than 0,2% of THC and his aim needs to be for aromatic and topical proposes. We also need to worry about the legislation in other countries that are not in the EU, like USA and Canada in North America or Uruguay and Ecuador in Latin America, Australia and New Zealand in Oceania and of course our neighbors the United Kingdom.

In this countries the legislation are similars to the EU legislation, but is important to know about the difference between them, in USA for example the % of TCH that needs to have any products is less than 0,3%, 0,1 more than in EU, in this case it doesn't matter for us, but maybe some countries have a different legislation.

- **Economical environment:** This last year in 2023, the CBD market in the EU made 347,7 millions of dollars. It's expected to grow at a CAGR of 25.8% from 2024 to 2030. The global market share is 450 millions of euros, which represents 31% of the current international market. A total of 118.7 millions of euros were invested in 34 innovative companies, showing the great potential of the CBD industry. This potential is thanks to e-commerce because it has allowed these companies to reach a broader list of customers and increase their sales through online platforms.
- **Socio-cultural environment:** Nowadays, people are aware of the therapeutic uses of CBD products and his benefits. This makes enterprises adapt to the necessities of the customers making a variety of CBD products like capsules, edibles, hemp oil or vaping liquid. Furthermore this lasts years other industries like the pharmaceutical, the cosmetics and the personal care industries put some CBD products on his points of sales. Is for these reasons that people accepted CBD products quickly.

- **Technological environment:** Thanks to the upcoming growth of the electronic commerce the CBD industry also had a fast growth. Today there are a lot of enterprises who invest in I+D to create the best products taking the best profit of the cannabidiol CBD on its products. On the other hand, the upcoming growth of the IA will be useful for giving personalized services to our customers and with his help gather important information that in the future will be necessary for creating new products that satisfy the necessities of our customers.

- **Legal environment:** In Spain, CBD has not yet been registered as a food supplement in the "list of authorized food supplements" of the Spanish Agency for Medicines and Health Products (AEMPS), this organization is in charge of regulating the marketing of products with CBD, and only allows their sale as a food or cosmetic product, not as a medicine. These are the laws to CBD products in EU:
 - **“Derecho de la unión”:** With this law the EU made the CBD products suitable for the commercialization saying that *“a Member State may not prohibit the marketing of cannabidiol (CBD) legally produced in another Member State if extracted from the Cannabis plant sativa in its entirety and not only its fibers and seeds.”*

 - **“Regulation (EU) No 2021/2115”** laying down rules in relation to support for strategic plans to be drawn up by Member States within the framework of the common agricultural policy (CAP strategic plans).

 - **“Regulation (EU) No. 1308/2013”**, creating the common organization of markets in agricultural products.

 - **“Commission Delegated Regulation (EU) 639/2014”**, which establishes the obligation to use certified seeds of the varieties listed in the common catalog of varieties of agricultural plant species.

 - **“Commission Delegated Regulation (EU) 2016/1237 and Implementing Regulation (EU) 2016/1239”**, which establish the rules for hemp import certificates.

 - **“Commission Implementing Regulation (EU) 2016/1239”** laying down detailed rules for the implementation of Regulation (EU) No 1308/2013 of the European Parliament and of the Council as regards the import and export license scheme.

 - **“Commission Regulation (EU) 2022/1393”**, on the maximum contents of delta-9-tetrahydrocannabinol (Δ 9-THC) in hemp seeds and derived products.

- **“Commission Implementing Regulation (EU) 2022/1173”**, on the integrated management and control system of the common agricultural policy.
- **“Council Directive 2002/53/EC”**, relating to the common catalog of varieties of agricultural plant species.
- **“Council Directive 2002/57/EC”** on the marketing of seeds of oilseed and textile plants.
- **“Council Decision 2003/17/EC”** on the equivalence of on-the-spot inspections carried out in third countries on seed-producing crops and the equivalence of seeds produced in third countries.
- **Environmental environment:** Currently, there is not too much environmental impact in the CBD industry, by the moment the only way to use the cannabidiol CBD is cultivating cannabis. Some enterprises and farmers use products that might be dangerous to their health. This is why more and more companies try to sell products cultivated with organic fertilizers.

In short, the CBD products market is booming, with increasing demand for organic and natural products. Despite strong competition, there are opportunities for companies that can differentiate themselves through product quality and transparency. Favorable regulation in many countries also offers opportunities for expansion. However, it is important to take into account differences in legislation between countries and adapt accordingly.

→ Swot Analysis.

WEAKNESSES										STRENGTHS									
•	HETEROGENEOUS	REGULATION.								•	MARKET	GROWTH.							
•	HIGH	COST	OF	PRODUCTS.						•	GROWING	INTEREST.							
•	LACK	OF	CONSUMER	KNOWLEDGE.						•	PRODUCT	DIVERSITY.							
										•	EASE	OF	ACCESS.						

THREADS										OPPORTUNITIES									
•	REGULATORY	CHANGES.								•	INNOVATION	AND	PRODUCT						
•	PLATFORM	RESTRICTIONS.								DEVELOPMENT.									
•	INTENSE	COMPETITION.								•	MARKET	EXPANSION.							
•	SOCIAL	STIGMA.								•	CONSUMER	EDUCATION.							
										•	PARTNERSHIPS.								

4. Objectives.

→ General objectives.

As we are a startup we have 3 general objectives, those are the next ones:

- 1. Make our brand well-known in the CBD market.**
- 2. Increase our corporate image.**
- 3. Increase our sales.**

→ Specific objectives.

We have also some specific objectives that are connected with our general objectives, those are:

- 1. Make aware people about the benefits of CBD with our events and posts.**
- 2. Make a good communication strategy with social media and traditional media to increase the followers in them.**
- 3. Know what type of product would rather the customers.**
- 4. Break the taboo about Cannabis and make people don't see it as a drug.**

5. Market Segmentación.

As a startup e-commerce we need to do a good segmentation to reach all the people we want and of course to achieve our objectives is for that our market segmentation is formed by 4 variables that are:

→ Geographic segmentation.

As a e-commerce company we can buy our products in almost all the countries, but we have restrictions, we only can sell our products in countries that has legalize CBD, at this moment in the EU there are only 21 countries that have legalize CBD, those are:

Spain	Italy	Germany	Slovenia	Bulgaria	Austria	Luxembourg
France	Netherlands	Switzerland	Greece	Denmark	Cyprus	Finland
Croatia	Lithuania	Macedonia	Rumania	Poland	Norway	Malta

There are also some countries away from the EU that have legalized CBD too, those countries are:

Canada	Antigua and Barbuda	Colombia	Chile	Uruguay	Zimbabwe	Israel
USA	Puerto rico	Ecuador	Argentina	Paraguay	Malawi	Thailand
Mexico	Jamaica	Perú	Brasil	South Africa	Lebanon	Philippines

Australia	United Kingdom	New Zealand
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At the beginning we will focus on Spain and the other EU countries and the nearby countries also, as we grow up we will invest more in marketing strategies to be able to operate in these countries.

→ Demographic segmentation.

Age: 18 - 70 years old.

Gender: Both.

Income: People with a medium - high purchasing power.

Our segmentation is directed towards young people between 18 and 35 years olds, in this age range there are more people that have an open mind about the cannabis, they are more receptive with the hemp, also, there are to many people that are worry about his health and the health of his family (parents or grandparents) or pet and they used to buy products that give them the necessary trust to buy its products.

Also, we have thought in do the necessary marketing communication to reach people between 35 - 70 years old, they are less receptive than the other segmentation, this people need a recommendation of a friend or a family member, they need something that make him trust in CBD like a natural herb that is healthy and not like a drug. Is for this that we need to expend more in marketing to this segmentation.

As for the purchasing power of our customers, they have a medium - high income, our products used to be a little bit expensive, mainly in the products that we don't produce, our own products have a low profit margin to make more accessible CBD to all.

→ **Psychographic segmentation.**

Personality: They used to be friendly people with an open mind and strong values, these values push them to worry about how society will evolve.

Life style: They like to enjoy life, they look for their health and the health of their family, nearby acquaintances and their pets.

Hobbies: They used to do activities like walk, run, go on bike, spend time with their friends, they also like to be in nature or in spots where they feel in confort.

Our psychographic segmentation is mainly based on people that like to look for natural products to take care of themselves, and their beloved (animals included) they don't mind spending a little more of money if the product deserves it. They like to enjoy life doing his favorite activities in groups or alone. They also take pleasure in nature. What we are looking for are people who care about themselves and others, especially people who seek the best of the best for their health, who are active and who enjoy doing any activity.

→ **Behavioral segmentation.**

Our customers are people who like to buy online, they are accustomed to always using the internet. They look for the products with the best value for money, they also look for natural products because they are worried about their health. They are also people that think in what is the best for them and the others, they don't like unfair behaviors. They look for a brand that gives them security and a personalized treat. They also like to know all about the products that they are buying, they expect transparency.

→ Target definition.

Our target market is mainly customers from Spain and the EU countries, they are people that know about the benefits of cannabis, also, they are people that are worried about his health and the health of his family (parents or grandparents) or pet and they used to buy products that give them the necessary trust to buy its products. They have a medium - high income, they don't mind spending a little more money if the product deserves it. They like to enjoy life doing his favorite activities in groups or alone.

As a CBD Market we have 2 big groups to our target market, these are the next ones:

Young target: They are people between the ages 18 and 30 years old, in this age range there are more people that have an open mind about cannabis, also they are worried about what they take, because the society told them that the ultra processed products and products with chemicals are bad for our bodies. They also spend a lot of time doing his activities (work, studies, sports, socializing, etc). They are accustomed to buying products for themselves, a few times they buy products as presents for their beloved, and of course they have a low-medium income. Also, this age group is the one who is looking for the best value for money.

Adult target: They are people between the ages 31 and 60 years old they are less receptive than the other segmentation, is for that they look for a brand that gives them security and a personalized treat. They also like to know all about the products that they are buying, they expect transparency because they don't trust at the beginning, they have a high - medium income so they are prone to spend a little more of money on products that deserve it. They, as the last target group, are influenced by society, they look for the best for themselves and his beloved (pets included), this group is more prone to buy products for others.

Grandparents target: This group is composed of the grandparents of the last segmentations, they are people between 61 and 70 years old. This target group is less receptive than the adult target group, they still think in CBD as a drug, not too many know about its benefits. This group needs a recommendation from a friend or a family member, they need something that makes them trust in CBD like a natural herb that is healthy and not like a drug. This group is the one who likes to know all about the products that they are buying, they expect transparency.

6. Positioning Strategy.

As we have the next objectives **“Break the taboo about Cannabis and make people don’t see it as a drug”** and **“Make aware people about the benefits of CBD with our events and posts”** we want people see us as a brand that is worried about his customers and not about earn to much money, like a real doctor, but in this case we want to instill confidence thanks to our products because we don’t use chemicals, we want to be an organic and naturalist brand, also, we want people see us as a pet friendly brand that is worried about the well-being of the society. And of course, we want people to see us as a benchmark in the CBD market.

7.Brand Image.

→ Brand.

This e-commerce website is named **CANNADOCTOR**. This name is because we are worried about the health of our customers as real doctors.

→ Isologo.

To make the logo, we chose to do an isologo. In this isologo, we chose to put some medical decoration and also some cannabis leaves, and with the brand name, people can know what type of products we sell. The colors we chose to use are our Corporate Colors.



→ Corporate Colors.

To choose our cooperative colors, we chose 3 different types of yellow-gold colors. According to Pantone's table colors, these 3 colors are PMS 100 (#f4ed7c), PMS 109 (#f9d616), and PMS 116 (#fcd116). Also to put some seriousness to the isologo we chose to put the black 2 2X (#111111).

8. Product Portfolio.

→ Product strategy.

We offer a selected catalog of CBD products, but we assure you that all of our products are organic and natural, without chemicals. We want to offer the best value for money. The products will come in different formats, and different flavors for the oils, the packaging of the products will be the same as the packaging of other brand products in case that product isn't ours. If the products are produced by us, they will have packaging with our iso logo and brand colors, this packaging will be boxes and ziploc bags. Our strategy is to sell our own products with the lowest benefit ratio we can.

→ Catalogue.

We have 2 different groups to our catalog of products, one to humans and the other one to pets.

Into the human group we can find another 4 sub groups, one of them is for our CBD oils, the other is for our botanic material, flowers and extractions, other to sell CBD products to athlete's, like massage oils or balms, and the last one is to sell CBD products to the daily care of our customers, like creams and other stuffs.

Into the pets group we can find another 2 subgroups, one of them to our CBD sweets, and the other one to our CBD oils for pets.

You can see all our catalog and products in the next webpage: [CANNADOCTOR.COM](https://cannadoctor.com)

→ Product standardization and adaptations.

As CBD has different legalization in every country, we have to adapt our service in every country. For instance, in some countries, the percentage of THC that needs to be in the CBD products may be lower than it is in Spain. Another restriction is about the botanic material, in some countries, we can't sell it. And in other countries, you can only sell CBD products like creams or balms to the pharmaceutical industry. Our strategy is to sell our own products with the lowest benefit ratio we can.

9. Competitors' price analysis.

To analyze the competitor's price we have chosen **GorillaGrillz**, **LifeCBD**, **Farmasoler** and **MamaKana** as main competitors. These competitors have similar prices among them, they have prices between 30€ and 100€ to their oils, to the daily care products and also to athlete's products they have prices between 10€ and 60€ and to the botanic material they have prices between 7€ and 34€.

10. Price strategies.

Our main strategy for selling our own products is the penetration strategy. We think this strategy is good to achieve one of our objectives, which is that people see us as a brand that is more aware of the health of our customers than winning money. It is obvious that the main objective of an enterprise is to win money, not to lose, but we want to leave this objective as a secondary objective.

For now, we have put some prices on the products we have.

For the botanic material, we have set prices between 5 and 6 euros. These products have low prices because they are cultivated by us. To these prices is added the cost we had to cultivate them, which is the sum of all the products we need to take care of them, and later we divide it among all the materials we have cultivated. In this case, we spent around 80€ to have 60g of material botanic, in total, that makes a cost per gram of 1,3€. Later, we also put the logistic cost and our benefit ratio, and the final price is around 5–6 euros, depending on the type of material.

For the daily care products and the athlete's CBD, we have put prices between 10 and 35 euros, these types of products are from other brands at the moment. To set up the prices for them, we had to consider their acquisition prices to set up the final price.

For the oils, we have followed the last strategy for the oils that we don't produce, but for our own products, we have set the price considering the cost of producing them. The prices of the oils are between 35 and 98 euros.

And to the pet's products, as we can't produce them and we have to buy them from other suppliers, we have put the prices, considering also the acquisition price, which makes us have prices between 16 and 35 euros.

For all products, there is free shipping on orders above 20€. Starting at this price, we think we have covered the logistics costs.

11. Distribution strategy.

→ Logistic and Distribution channels.

Our distribution channels as an e-commerce company specializing in CBD products are direct and intensive because we want to reach the largest number of customers possible. We sell our products on our webpage directly to the final customer. This allows us to earn more loyalty by giving to our customers in a direct manner, and it also allows us to receive feedback from customers, which helps us improve and gives us pretty good control over the product as we know the entire distribution process.

Also, as we want to sell other product brands with the same values as us, we have to find some suppliers to do this. One of them would be GorillaGrillz, and the other would be MamaKana. Furthermore, we are looking for other brands that sell natural products and have the same values as CANNADOCTOR.

Additionally, we will use social media to reach our audience and potential customers. We would have personal accounts for our e-commerce, where we would report on events and offers, and we would advertise on the social networks that we found most convenient.

→ Main features of the store.

Our e-commerce offers fast deliveries in 24-48 hours. Additionally, we have free delivery when the price of the purchase is over 20 euros. And of course, we always offer our customers the best brands with the best quality and prices, always keeping our values in mind.

12. Communication Strategy.

→ Objectives.

As a start-up e-commerce company, we want to reach every one of our customers and also create the cooperative image we want in them. For that, we will use social media and traditional media, like publicity on TV and also some advertising in the metro and bus stops.

→ Digital strategy.

On our own webpage, we have created a **Corporate Blog**. In this blog, we will give some information about the benefits of CBD and its progress in health and medicine for humans and pets. Additionally, we have created a community for our customers to keep them informed about the news about our e-commerce, like events, news products, offers, and more. Also when the community will be bigger. We used it like a **club**, and we would put some discounts and events like lunches or other activities in groups only for members. We would send a bracelet to the members of the **CBD Family Community**. This bracelet will have a price of 5€, this is the price to be one of our family. You can see all of this in our webpage:



Furthermore, we will use social media like Youtube, Instagram, Facebook and X. We will use it to upload marketing posts, some contests and raffles. These are some examples of how will look our posts:



First Purchase Discount

Our Products

- CBD Oils and Flowers
- CBD products for Atletes and Daily Care
- CBD for Pets

[▶ SHOP NOW](#)

20% DISCOUNT

GET YOUR DISCOUNT

WITH YOUR FIRST PURCHASE IN OWE ONLINE STORE





**DISCOVER WHY OUR
PRODUCTS ARE THE BEST TO
YOUR BODY DAILY CARE**

**TAKE CARE OF
YOUR SELF** 

The image features a woman with long dark hair, wearing a white lab coat, smiling and applying a white cream to her cheek with her index finger. A large green cannabis leaf is positioned to her left. In the background, a bright sun with rays is visible. She is holding two jars of cream: the top one is labeled 'CBD' and the bottom one is labeled 'CABD D CREFOR'. The text 'DISCOVER WHY OUR PRODUCTS ARE THE BEST TO YOUR BODY DAILY CARE' is written in bold, italicized, black letters with a white outline in the bottom left. The text 'TAKE CARE OF YOUR SELF' is written in bold, italicized, black letters with a white outline in the bottom right, next to a mouse cursor icon.



GET YOUR OIL





Additionally we will do a PodCast to talk about Sports and CBD. This will be the post to announce it:



Also, we have create a newsletter to send to our customers:



CANNADOCTOR



Newsletter

TOC, TOC. Hi, is your trusty Doctor
It seems that you forgot that you
had an appointment with us, so
as your trusty Doctor, we
approach the appointment to
your mail because we are always
looking out for your health.

This time, to approach the
examination room to your mail, we
have decided to give you a room
tour across all our fantastic medical
catalog of products, so let's see
what's better for your health. Come
with your trusty Doctor.

THESE LAST FEW DAYS, YOU CAN'T SLEEP VERY WELL?

Don't worry, in your last visit, we have analyzed your consultation down to the last detail, and as your trusty Doctor, we have to recommend to you our **25% CBD Oil (2500 mg-10 ml)**. With the combination of organic MCT coconut oil and an average CBD of 27%, This oil will make you go to the incredible world of **Narnia** in your dreams, and you will feel rested when you wake up. For real, trust in us. 🤔👍



ALSO, WE HAVE NOTICED THAT YOU HAVE A PET, MAYBE A DOG OR A CAT.?? 🐾

That doesn't matter to us because we are your reliable Doctor and your pet's trusted Veterinarian. Our care for your health causes us to worry about your little friend's wellbeing. And for that, we have our **7% CBD Oil for Pets**. Its amazing flavors of fish and meat make it ideal for even your pet's scariest and most anxious moments, which is excellent for San Juan party nights. Additionally, you can visit our webpage to choose the most delicious sweets to give your friend if you would like some gifts. 😊

COME NOW



INTERESTED IN RECEIVING MORE INFORMATION?

Don't waste your opportunity to have the most recent news about the medical improvements of CBD and his very lovely community, so come to our blog. It's free, don't be afraid of us. 😊 And if you love us as much as we love you, come to our CBD Family Community. You will always be welcomed 🌟🌟

JOIN US NOW

→ Club idea

In CANNADOCTOR we want to create a club across our community on our own webpage. To join the club, customers will need to pay an annual rate of **15 euros**. With this 15 euros, the customers will receive a bracelet with their names, and if they want to add some more personalized decoration, they can pay us a little bit more to add what they want. Additionally, we want to put an **NFC** chip into the bracelet.

With this bracelet, customers can enter our events without waiting. Also, they will have some extra **discounts personalized** for them, as well as **raffles** and **contests**. Furthermore, with the NFC, they can pay for our events if they put money in the bracelets. This money will be able to go to other events too.

Also, with these 15 euros that the customers give us, they will be paying half of the annual fee for being a member of the club, and they will also be paying the other half to contribute to **ONGs** like [CienciaSativa](#), which is looking for the best uses for CBD, and the [Aladina Foundation](#), which is fighting against child cancer.

→ Traditional media strategy.

As we are starting our e-commerce company, we have decided to do the first 2 months of only digital advertising and communication because it has a low cost to do it, but after these 2 months, we will do advertising on **TV**, **metro**, and **bus stops**. These advertisements will be **images** on the bus and metro stations, and on TV, they will be **video advertisements**. These two types of advertising will talk about us and the benefits of CBD for humans and pets to make people aware of it. In this advertising, we will use a claim that says, "Nature makes something amazing for us. It's better to not waste it. Heal yourself with it, and don't be its enemy!!" The advertising needs to create a friendly image for our customers to let them know that we are worried about their health and the health of their pets.

Additionally, we will do beneficiary events, not only for members of the community but also for everyone, to make us known as benchmarkers of the CBD market. This event will be announced in all media, digital and traditional.



Scientific Event for CBD Products in Animal Wellbeing

Join Us for a Pawsitive Impact! 🐾

Date: April 20, 2024

Time: 10:00 AM - 4:00 PM

Location: Fira Barcelona, PL. España



This Event Will Be Beneficiary



→ User persona.

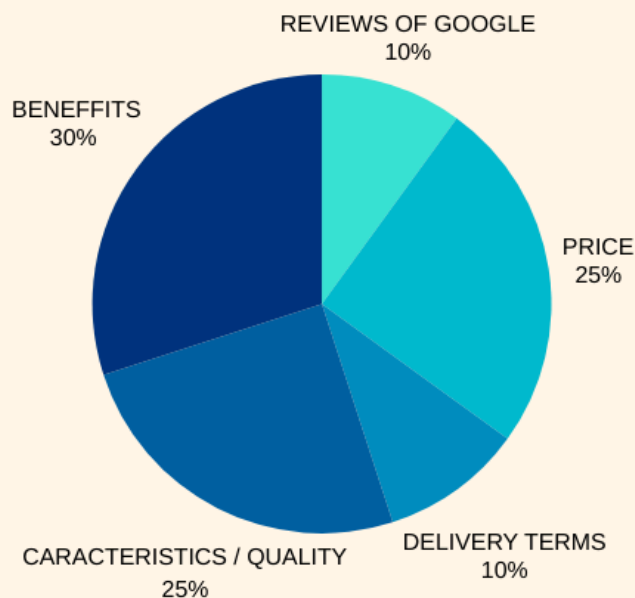


MARCO JOHAN MORA MOINA

STUDENT

He buys online and in store together, he surfs across internet eventually, with his smathphone he looks all the offers he has around, if he find a bergais he buys it.

WHAT THIGS HE CONSIDER WHEN BUYS SOMETHING



- AGE 17-28
- OCCUPATION STUDENT
- STATUS SINGLE
- ADQUISITIVE LEVEL LOW-MIGHT
- HOBBIES MEET FRIENDS, ESPORT



PERSONALITY

HAPPY
TRAKER
MISTRUT
IMPULSIVE
CONSUMERIST
ANXIOUS



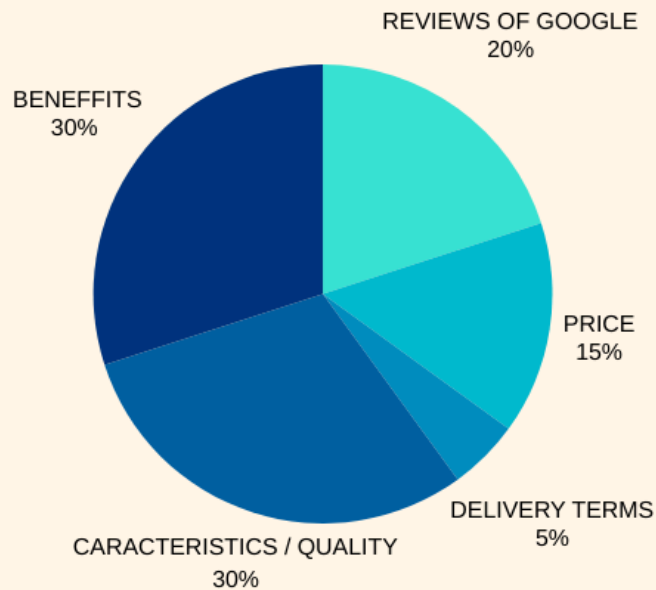


ANA MARIA VERGARAS LÓPEZ

PRE RETIRED

She buys online and in store too. She are looking for natural products that will be good to her. She loves to buy gifts to her pet and her family, She likes nature and animals.

WHAT THINGS HE CONSIDER WHEN BUYS SOMETHING



- AGE 30 - 60
- OCCUPATION PRE-RETIRED
- STATUS MARRIED
- ACQUISITIVE LEVEL MIGHT-UPPER
- HOBBIES GO TO THE MOUNTAIN, LUNCH WITH FAMILY



PERSONALITY

HAPPY
TRAKER
MISTRUT
IMPULSIVE
CONSUMERIST
ANXIOUS



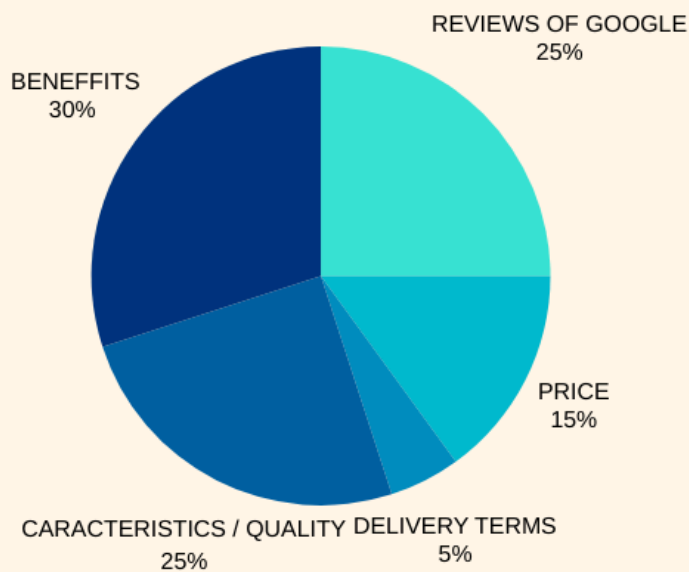


MARGARITA LUCIANA VERGAS

PRE RETIRED

She only buys online if someone trustworthy show her the online store , he surfs across internet very eventually, she search for some health advices.

WHAT THIGS HE CONSIDER WHEN BUYS SOMETHING



- AGE 61 - 70
- OCCUPATION PRE-RETIRED
- STATUS DOESN'T MATTER
- ADQUISITIVE LEVEL MIGHT-UPPER
- HOBBIES SPEND TIME WITH FAMILY AND FRIENDS, WALK



PERSONALITY

HAPPY
TRAKER
MISTRUT
IMPULSIVE
CONSUMERIST
ANXIOUS



→ Advertising Campaign Calendar.

Content Calendar / March 2025						
Campaign Lead		CAMPAIGN #1 Campaign Name		Campaign Platform		
SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
Opening Promotion						
23/30	24/31	25	26	27	28	29
Opening Promotion						

Content Calendar / April 2025						
SUN	MON	TUE	WED	THU	FRI	SAT
	PODCAST	1	2	3	4	5
			Post in social media		PODCAST	Post in the blog
6	7	8	9	10	11	12
	NEWSLETTER		Post in the blog		Post in social media	
13	14	15	16	17	18	19
	PODCAST	Post in social media			PODCAST	NEWSLETTER
20	21	22	23	24	25	26
Event	Post in the blog		Club / Community Opening		Post in the blog	
27	28	29	30			
	PODCAST					

We will do our opening promotion the same week that **Spannabis** will begin, as we don't know exactly when it will start next year. We have put the opening the last 2 weeks in the calendar, but Spannabis has a duration of 3 days, and our opening promotion will last one whole week. This week we will be in a **stand** in the Spannabis, and when it finishes, we will continue the opening promotion across the **digital media**. When March ends, we will start our podcast and also send our **newsletter** in April. Additionally, when 4/20 comes, we will post some posts to keep people attentive to what we will do, and we will also send another

newsletter announcing our **event on the 20th of April**. And we will open the club community on April 24 if we have good acceptance.

→ **Advertising Campaign Budget.**

Calculating the sum of all the resources that we need to do our advertising campaign that are **advertising in TV** if we have good acceptance in March and April, with an amount of 6.500€ - 7.200€, **5 mupis in metro** for 28 days, with an amount of 12.390€, **bus advertising** for also 28 days, with an amount of 1.790€, and also the **Spannabis Stand** with an amount of 1.400€ - 4.800€ We have a budget of **22.080€ to 26.180€**.

13. Reference.

- [EU Legislation](#)
- [CBD legal map](#)