

Michigan Dispensary Marketing Agency Helps Cannabis Businesses Grow



TRAVERSE CITY, Mich. ? July 2, 2019 /Canna Newswire/ ?]With the recent legalization of marijuana in the state of Michigan, dispensaries, growers, and cannabis-related businesses are beginning to open shop. Although each county has its own set of laws and regulations, Michigan is starting to see a shift in a positive direction. With so many different brands of products and the multiple shops and dispensaries to choose from, how will consumers know which is best? Well, that is where Top Smoke Marketing is helping to close the gap.

Top Smoke Marketing is a marketing agency located in northern Michigan that provides strategic services exclusively to the cannabis industry. When customers are given a choice between a wide variety of stores and brands, it can be challenging to choose which one to purchase from.

"Having a unique sales proposition and ongoing marketing campaign is critical for business owners who sell cannabis products and services," says Brian Boyer, owner of Top Smoke Marketing. "Without a marketing plan that includes both digital and traditional platforms, the business could quickly fall behind its competition, reducing potential sales. At TSM, our team is passionate about creating success for business owners and educating others about the benefits of cannabis. We love working with businesses throughout the United States because each one is different in its way, which makes the project fun for both parties."

Having worked with hundreds of clients throughout a wide range of markets, Brian says this has become the most recognizable in the sense of results and ROI for business owners. Michigan marijuana companies are quickly jumping to digital platforms to grow their brand and customer base because most people are using smartphones to research before buying or traveling. Digital marketing services such as Search Engine Optimization (SEO), Pay-Per-Click (PPC), and Social Media advertising are the top focuses for these business owners. Without having a digital presence, dispensaries need to solely rely on traditional methods like TV, print, and radio. TSM feels that having a full strategy is the key to success, and their team is there every step of the way.

About Top Smoke Marketing

Top Smoke Marketing provides effective marketing services exclusively to the cannabis industry. Working with clients in a specific market allows us to create focus-driven marketing plans that really work. We are the best Michigan marijuana marketing agencies and provide the best services to smoke shops, testing labs, dispensaries, e-Commerce brands, growers, trimmers, and more. If you are looking to grow your business, build your brand, and dominate the cannabis space, then we can help you! Learn more at <https://topsmokemarketing.com>.

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Media Contact:

Brian Boyer

info@topsmokemarketing.com

+1 414-858-6543