

# 4/20 Focus Shifts to Return on Investment for Cannabis Brands

## Cannabis Retailers and Brands Shift Focus for 4/20, Emphasizing ROI and Smarter Strategies Amid Financial Challenges

As the cannabis industry gears up for another 4/20 celebration, this year's focus is shifting. Beyond the traditional festivities, cannabis retailers and brands are leveraging the date to advance advocacy, foster unity, and drive better business results. 4/20, now a significant day in cannabis culture, has long been the biggest sales day of the year, with consumers treating it like the retail rush of Black Friday or Cyber Monday.

### Retailers Look to Maximize ROI with Targeted Deals, Community Engagement, and Smart Marketing Campaigns

In response to challenges within the cannabis industry, many operators are implementing various strategies to boost their return on investment (ROI). Retailers are rolling out targeted promotions, community-focused initiatives, and marketing campaigns designed to optimize sales and customer loyalty. For example, Hi! People Cannabis Market in Derby, Connecticut, is celebrating its first 4/20 with a block party to encourage early sales, along with doorbuster deals to attract new and returning customers.

### Localized Marketing Efforts Focus on Customer Preferences and Experience to Drive 4/20 Sales

Cannabis retailers across the country are recognizing that the key to a successful 4/20 isn't necessarily gimmicks but understanding the unique needs of their local markets. For instance, Illinois-based NuEra is reallocating its budget to underperforming markets and focusing on customer preferences like price, selection, and efficiency. Meanwhile, Northern California's Embarc is customizing in-store experiences and local merchandise to cater to specific communities.

### The Shift from Deep Discounts to Smarter Marketing and Community Engagement in the Cannabis Industry

While deep discounts were once the hallmark of 4/20 sales, the trend is beginning to lose its effectiveness among cannabis operators. Instead, some retailers are focusing on community-building and customer experience. Giving Tree Dispensary in Phoenix, for example, is steering away from price wars and instead launching the "420 Acts of Kindness" campaign to give back to the community. This shift towards brand integrity and community engagement is becoming a key strategy for maintaining loyalty and fostering long-term relationships.

## **Retailers Move Away from Discount-Heavy Tactics, Focusing on Brand Experience and Consumer Education**

In line with the changing landscape of cannabis sales, some brands are now avoiding deep discounting in favor of offering more curated and personalized experiences for consumers. Pax, a vape product manufacturer, is one such example, concentrating on meeting consumers at the right moment with products that deliver unique experiences. Similarly, California-based Raw Garden has opted to release new products earlier to generate organic hype, rather than relying on a 4/20 product launch.

## **Cannabis Retailers and Brands Look Beyond 4/20 with Year-Round Marketing Strategies and Smarter Spending**

Rather than concentrating all their efforts on a single day of the year, some brands are adopting a longer-term approach to marketing. The Cannabist Co. has launched a 20-day campaign leading up to 4/20, featuring rotating daily deals and exclusive vendor drops. This strategy ensures sustained customer engagement and consistent momentum through April, making it a smarter approach to spending and collaboration, according to Laura Dubey, Senior VP of Marketing.

## **Cannabis Operators Recognize the Growing Role of Content and Digital Marketing for 4/20 Engagement**

Content is becoming a central focus for cannabis brands as they look to connect with consumers outside of traditional retail channels. DaySavers, a pre-roll brand, has redirected marketing dollars from trade shows to online content creation, launching marijuana-themed game shows on YouTube to entertain and engage their audience. Digital marketing, including video ads and digital billboards, is also becoming a key tactic, as demonstrated by The Flowery's successful campaign through New York City taxi cabs.

## **Traditional Tactics and Real-World Visibility Prove Effective in a Digital-First Market**

While digital marketing has surged in importance, many cannabis operators are also embracing traditional methods to boost visibility. The Artist Tree, a cannabis retail and consumption venue in California, has leaned into street-level tactics such as billboards, banners, and postcards to reach customers in the real world, showcasing how sometimes older methods can still yield significant results.

## **Cannabis Retailers Prepare for 4/20 with Smarter Spend and Collaborative Campaigns to Ensure ROI**

For cannabis operators, ensuring that 4/20 campaigns lead to positive returns is more important than ever. From local activations and personalized marketing efforts to smart collaborations with key vendors, companies are fine-tuning their strategies to optimize ROI. As competition grows fiercer, retailers are learning that success isn't solely dependent on heavy discounts, but on offering genuine value and building strong community connections.

Email: [info@cannabisriskmanager.com](mailto:info@cannabisriskmanager.com) | Phone: +415-226-4060

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