



## CLIENT CASE STUDY

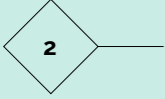
BRENTON WAY

### **CONTACT US**

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**Our Client:**

GreenMed  
Los Angeles, CA

**Project:**

GreenMed  
June - August 2018

A NOTE FROM OUR CEO

## OUR APPROACH

Every business is unique, so why settle for traditional marketing campaigns that prove no ROI? Brenton Way's core belief is that your **uniqueness** is followed with tailored solutions and a world class marketing team. Expect agile growth across various verticals and a planned out long-term strategy to position you as a thought leader in your vertical

Brenton Way uses technology as a catalyst to drive deep data analysis and proof of concept strategies focused on building value and not "fluff". is a data-driven marketing agency with a focus on building **value**. We bridge the gap between you and your audience by using innovative technology. Let us [bring your ideas to life.](#)

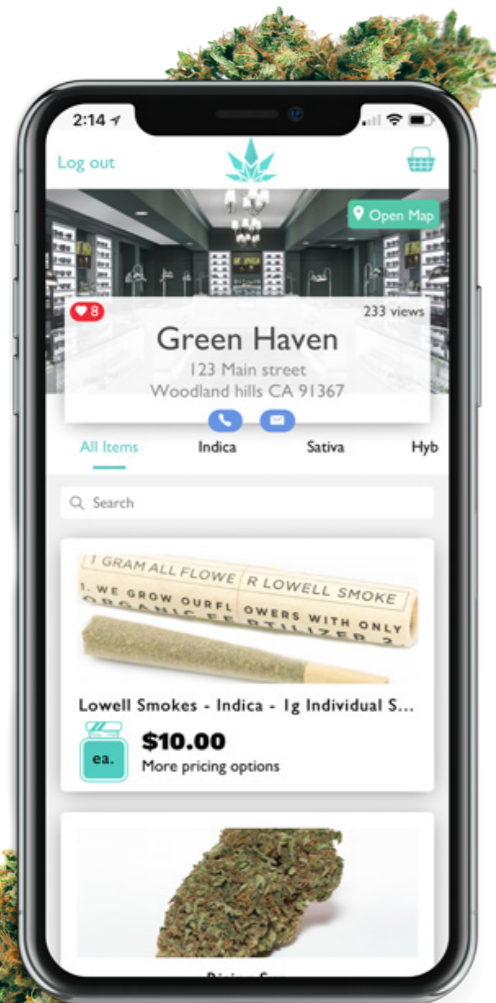
**SINCERELY,**

Johnathan Saeidian, CEO

**CONTACT ME**

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# INTRODUCTION



GreenMed is the first Cannabis delivery service app that takes credit card and bitcoin payments. GreenMed has fully integrated an e-commerce site for dispensaries, a CRM software, and a seamless payment method into one platform.

We partnered with GreenMed because they are an innovative tech startup that has streamlined the cannabis delivery service for consumers and are working hard at legitimizing the industry in today's market. We believe in empowering other companies through the power of AI and Tech .

INTRO

# OVERVIEW

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**Client:** GreenMed

**URL:** [www.greenmed.io](http://www.greenmed.io)

**Website Focus:** Increasing Traffic onto Website and growing Social Networks.

**Services Provided:** Website UX Optimization, SEO, Graphic Design, Video + Blog

Content, Social Media Management, PR (Influencer Marketing).

**Business Type:** B2C, B2B

**Client Industry:** Cannabis, Saas

**Case Summary:** With our strategic focus on content streamlining and social media engagement, we were able to achieve rapid growth for this LA startup. Find out how we increased their website traffic by 3200% in 3 months, and their social media impressions by over 600k.

# IDENTIFYING THE PROBLEM

*After our launch meeting with GreenMed, these were some of the issues that we wanted to tackle first during our campaign.*

## CLIENT REQUESTS:

Growing social media channels engagement and influencers around the app

Set Greenmed.io as a thought-leader in the cannabis industry

Increasing traffic onto website

Increasing orders through Greenmed.io

## OUR SUGGESTIONS:

Creating 15 monthly content pieces from informative, lifestyle, & engaging, & social

Restructuring the entire website structured data markups & internal product pages to increase sales traffic

Start PR outreach with top bloggers & magazines around cannabis

Redesign the website UX wireframe and build new site flow

Creating relationships with new cannabis influencers to promote platform

PROBLEM

# SOLUTION

## Campaign Goals:

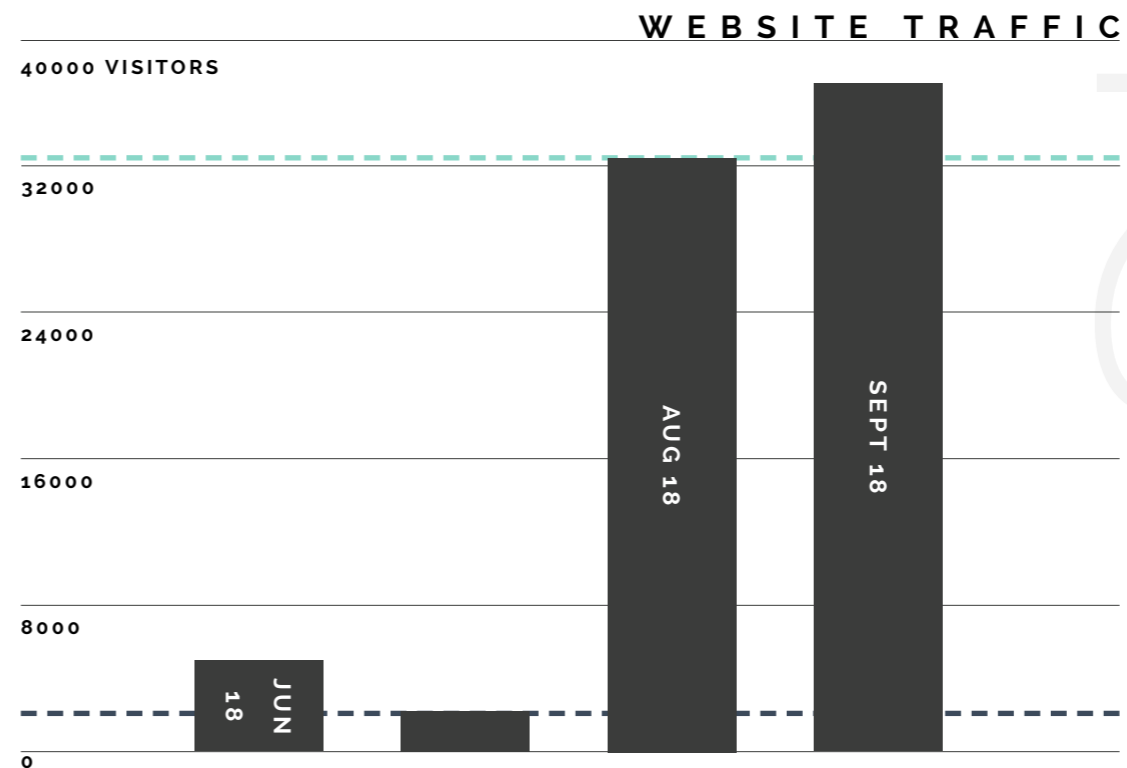
- **Content Creation** - Creating a fully featured blog with 5 weekly scheduled posts around various different categories. Created a "magazine" style blog to drive engagement.
- **SEO** - Building backlink networks across relevant partners through our unique blogger outreach and relationships with editors around cannabis. Posting content with specific focus around "low hanging fruit" sales keyword opportunities
- **Social Media** - Growing social media through engagement and Influencer Marketing to promote the GreenMed App and events held. Created new "strain of the week" podcast
- **UX Optimization** - Completely redesigning the UX flow of the landing page and refining important CTA's. Consultation for the marketing funnel to create new promotional offers around trending strains
- **Digital PR** - Created new relationship with top digital magazines including Dope, Hightimes, & Emerald
- **Social to Content Integration** - Setup our content to social integration to repurpose all written content into new social media posts

# RESULTS

SINCE LAUNCH

RESULTS

- Increased website traffic by 4200% in 3 months
- Increased content stream and refined blog content being published
- Gained over 640k impressions across all social media channels in 3 months
- Boosted targeted social following by 48.3k
- Increased website conversion rate by 9% & overall conversions by 35%
- Forged strong sustained network of influencers to build brand awareness
- Increased overall site engagement by over 65% in just 2 months of UX improvements





**OFFICE**

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OUR SERVICES:

SEO

PPC & ADS

PR

LEAD GENERATION

CONTENT CREATION

CONVERSION OPTIMIZATION

SEARCH SERVICES

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