



# Canna-Friendly Business Onboarding

## Welcome to our community! Let's get Hi.

Ahh, HiBnb and cannabis advertising - truly a match made in canna-heaven. When other platforms prohibit cannabis advertising, we embrace it! Populate our site with engaging, colourful, and unique content, and we'll make sure that it reaches exactly the right people.

Sound too good to be true? Pinch yourself, we're the real deal.

**Let's make the most of your ads! Follow the tips below to attract instant brand love.**

## First, set up your Page

This is where you get to show off your brand to our community of lively, engaged and loyal cannabis enthusiasts. It's an opportunity to celebrate your brand, promote products, and direct Hi Guests to your social channels.

### Along with banner ads and a customized URL, your advertising page will include:

- ✓ Description of your business
- ✓ Description of your product / service targeted at the Hi community
- ✓ Built-in click-through links to your social channels
- ✓ Linked Instagram imagery with live updates

## Next, add some 'umph'

This is not your grandmother's advertising channel - make your content lively, relatable, and fun!

- ✓ **Beautiful Imagery**  
Show off your brand in all its glory! Upload high quality photos and videos that showcase your brand & products to the whacky world of Hi enthusiasts - it will pay off!  
*Ex. Anything to attract the attention of Hi-ly motivated consumers!*
- ✓ **Key Words and Phrases**  
Optimize your pages and attract customers by including keywords wherever possible.  
*Ex. Cannabis keywords (cannabis, marijuana, 420, etc.) and location info (city, delivery, retail locations etc.)*
- ✓ **Snappy Copy**  
Use catchy headlines, snappy copy, and a unique brand voice to instantly pique Hi interest.  
*Remember, this is your chance to stand out from the crowd and be memorable - humour, cannabis jargon, enthusiasm, and wit are encouraged.*
- ✓ **Stay On-Brand**  
*You control the content of your page. Maintain unique and consistent voice and imagery. Include whatever you like as long as it speaks intimately to your brand.*  
*You've got a lot to offer - tell the world!*

## Connect with Adventure Hosts!

Our highly engaged, dedicated, and tightly knit community is what makes HiBnb, well, HiBnb. Take the opportunity to reach out to Hosts and form mutually beneficial relationships! The more engrained your brand or product(s) are in our community, the more exposure they will receive!

- ✓ **Great hosts have influence**  
*They can promote your brand, get your product in the hands of the community, and help drive traffic to your page(s). So form relationships, sponsor Adventures, spread the Hi love.*
- ✓ **Spread the message**  
*Once you build connections with Adventure Listings via their respective Host, their listings will be featured on your page and your Instagram feed will be featured on their Listing! As they say, teamwork makes the dream work.*