



LP Onboarding

Welcome to our community! Let's get Hi.

HiBnb is the ultimate media partner for your cannabis brand - just upload your most exciting, colourful, and engaging content, and we'll make sure that it reaches the right people.

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

Follow the tips below to add some buzz to your pages and attract some instant brand love.

Let's get creative.

First, Set up a Brand Page

This is where you get to show off your cannabis brand in all of its glory. It's an opportunity to celebrate your brand, promote products, communicate your vision, introduce executives, and whatever else you can imagine.

Just select your brand and product page templates, submit your imagery & copy, and we'll take care of the rest.

🍷 Snappy Copy

Use catchy headlines, snappy copy, and a unique brand voice to instantly pique Hi interest.

Stand out from the crowd and be memorable - humour, cannabis jargon, enthusiasm, and wit are encouraged.

🍷 Beautiful Imagery

As they say, a picture is worth a thousand words, and a video is worth a thousand pictures. Upload high quality photos and videos that showcase your brand & products - it will pay off!

Ex. Detailed product photos, design work, introduce executives, brand narrative, company facilities, etc.

🍷 Link Your Network

Use the opportunity to introduce the Hi community to your brand's social presence and show us what you've got!

Connect your Instagram page, links to social channels, website, and anything else you want people to see.

Next, your Product Page(s)

Product pages are dedicated to individual products. This is your chance to get into the weeds of each one of your unique products. Promote features, communicate benefits, link beautiful imagery, you know the drill.

🍷 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.)

🍷 Accurate Information

Make sure all the information you include is accurate, factually correct, and on-point. The more information you can provide, the better.

Ex. Location availability, attach Leafly info, accurate repostings, lab reports etc.

🍷 Stay On-Brand

You control your brand pages. 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 Outstanding Hosts

HiBnb would not be the same without its passionately engaged community. Reach out to Hosts and form mutually beneficial relationships! The more engaged your brand is, the more affinity it will attract, the more love you'll get.

🍷 Great hosts have influence

They can promote brands and products on their page and help drive traffic to yours!

🍷 Get your product in the hands of the community

Send care packages, sponsor Accommodations/ Adventures, spread the love.

