



Business Onboarding

Welcome to our community! Let's get Hi.

So you want to expand your reach and connect with a **passionately engaged audience** but you're unfamiliar with the cannabis landscape. Have no fear, HiBnb is here.

The HiBnb community is made up of people with diverse backgrounds, interests, hobbies, and more. As long as you don't mind some happy, goofy-smirking, glossy-eyed patrons in your establishment, we've got you covered.

Just bring your most engaging, colourful, and unique content, and we'll help you design beautiful ads and make sure they reach exactly the right people.

Follow the tips below to connect with the cannabis community and learn how to attract some instant Hi Love.

First, set up your Page

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

Along with site banner ads and a customized URL, your advertising page will include: a description of your business and product(s), click-through links to your social channels, and your Instagram feed.

Next, add some 'umph'

This is not your grandmother's advertising channel - make your content lively, relatable, and fun! We embrace, humour, wit, and casual language. Put yourself in the shoes of a stoned millennial — perhaps draw from personal experience (don't worry, we won't tell your boss).

Beautiful Imagery

Show off your brand in all its glory!
Ex. Upload high quality photos and videos that showcase your brand & products to the wacky world of Hi enthusiasts - it will pay off!

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.

Cannabis Jargon

Use cannabis lingo, humour, and terminology, to help our community relate to your brand.
Don't go overboard, but the occasional reference never hurt anyone.

Key Words and Phrases

Optimize your pages and attract customers by including keywords wherever possible.
Ex. Cannabis keywords (marijuana, 420, etc.) and location info (city, delivery, retail locations etc.)

Connect with Adventure Hosts!

Our tightly knit community is what makes HiBnb, well, HiBnb. 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.

Puff, puff, pass - spread the love

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.

