

PUF CREATIV



AN AWARD WINNING COMMUNITY FOCUSED
CANNABIS MARKETING AGENCY



ABOUT PUF

Going on our 8th year of delivering quality cannabis marketing and brand development, our passionate team of creatives is proudly devoted to making a difference for the plant, for our clients, and for the future of the cannabis industry. Our marketing services go above and beyond, assisting B2B, B2C, and MSO clients from all over the country.

MISSION & VALUES

The mission of PufCreativ is to harness the power of creativity, to fuel the systems of humans who are making our world a better place.



TESTIMONIALS

“The PufCreativ team have been welcoming and collaborative partners for us as we launch into the cannabis market in Massachusetts. They balance professionalism with the creativity and innovation needed in the fast-growing industry. While their charm brought us to the table, their expertise is keeping us firmly there. Highly recommended.”

Zoe Cohen



“Puf is, by far, the most amazing company to work with. They dig into the vision YOU have and then show you what works and helps you show off YOUR vision better. They will "get you" and allow others to "get you" in a better deeper way.”

Steve Merritt

“I have had the pleasure of working with the team at PufCreativ to launch a new brand. My experience has been nothing but brilliant; the integrity, great communication, creativity and fun has been a fabulous ride. I can't wait to continue our cannabis journey together. Cheers to you all. Positive vibes heading your way from my family and all of us at Minerva Products.”

Andrea Elle



LOGO & BRANDING

Does my marijuana logo design stand out from my competition? Does my brand's mission, vision and story connect with my target audience? Is my branding aligned across all of my marketing channels? these are all great questions to ask yourself at the cannabis as hemp industries become more and more competitive.

Let our experienced cannabis logo design and branding team take a deep dive into your story, products, services and inspiration, to create a timeless logo design that resonates with your target audience.

SEE CASE STUDIES



PACKAGING DESIGN

It's important to execute a detailed competitor analysis and learn as much as possible about both the product and target consumer. We learn the ins and outs of your business so we can design packaging that attracts consumers at first glance. Most consumers make their purchasing decisions based on packaging design. Let our team of creatives compliment your exceptional products with custom packaging that gives you a competitive edge.



[SEE CASE STUDIES](#)

WEBSITE DESIGN & DEVELOPMENT

As the cannabis and CBD landscape becomes more competitive and innovative, it's crucial to have a website that is visually appealing, user-savvy, conversion-driven and able to adapt with your business as it continues to grow. Let our experienced team of website designers and developers take your business to the next level with a website that is built to last.

We specialize in custom WordPress websites, but have experience with Shopify, Webflow, Headless and a variety of other CMS platforms. Be sure to ask us about our Website Hosting, E-commerce, SEO and Mobile App Dev services to compliment your new website!




HOSTING



Our hosting program provides secure and dependable web hosting tailored specifically for the cannabis industry. This service is designed to ensure that your website performs optimally at all times, a crucial factor for maintaining a strong online presence. With an emphasis on security, the program includes regular maintenance tasks such as backups and security updates to safeguard your website data against threats and ensure smooth operations.

Additionally, the hosting service is optimized for fast loading speeds, a key component that not only enhances user experience but also significantly contributes to improving your website's SEO performance. This meticulous attention to speed and security allows businesses to focus on their growth and customer engagement without worrying about technicalities.



SEO

PufCreativ's SEO services are tailored to elevate the online presence of cannabis brands, ensuring they stand out in a competitive digital landscape. Our approach combines in-depth industry knowledge with cutting-edge SEO strategies, focusing on optimizing your website's structure, content, and user experience to improve search rankings. By targeting industry-specific keywords and trends, we enhance your visibility to potential customers actively searching for cannabis-related products and services. Our team continuously analyzes and adjusts SEO tactics based on performance data and evolving search engine algorithms, ensuring your brand remains at the forefront of organic search results. This dynamic approach not only boosts your site's traffic but also increases its authority and credibility among consumers and search engines alike. Partnering with PufCreativ means investing in a comprehensive SEO strategy that drives growth and builds a strong digital foundation for your cannabis brand.



[SEE CASE STUDIES](#)

BLOG

PufCreativ specializes in creating SEO-optimized blogs tailored for the cannabis industry, designed to boost online visibility and engagement. Our content experts blend compelling narratives with strategic keyword integration, ensuring your blogs not only captivate but also achieve high search engine rankings. This approach drives organic traffic to your site, enhancing your brand's digital presence.

Our blogs are crafted to position your brand as an industry thought leader, using the latest SEO techniques and insights into cannabis-related search trends. We continuously monitor and refine our content to stay ahead of SEO changes, guaranteeing your blog's relevance and effectiveness in attracting your target audience. With PufCreativ, your blog becomes an integral part of your marketing strategy, fostering growth and community around your brand.



Cannabis 101: Intro to Terpenes

[READ MORE »](#)




Black Friday Deals – 11/24-11/30

[READ MORE »](#)

BACKLINKING

A horizontal line with a small orange circle at its right end, and a larger circle with a rainbow gradient in the top right corner.

Our backlinking service begins with a comprehensive assessment of your website to understand your audience and goals. We then craft a tailored link-building strategy, targeting relevant sites and publications. Through manual outreach, we build relationships and negotiate backlink placements, ensuring your content is featured where it matters. We collaborate with you to create compelling, brand-aligned content for guest posts or as linkable assets. Our team diligently monitors backlink acquisition, providing regular reports on their SEO impact and refining our strategy for maximum effectiveness. This hands-on approach ensures a robust and effective backlinking campaign tailored to your specific needs.

A large rainbow-colored arc at the bottom of the page.

E-COMMERCE

We specialize in the seamless integration of cannabis e-commerce and delivery systems onto our websites. We can work with any integration and facilitate the smooth operation of online storefronts, inventory management, and delivery logistics. We can effectively adapt to any platform, ensuring your business is compliant with all legal requirements, while also providing a user-friendly interface for your customers.



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LOYALTY

Our specialized service is designed to elevate customer loyalty for cannabis retailers. Leveraging Alpine IQ's expertise, we blend effective, sales-oriented designs with behavioral science to amplify your marketing and increase revenue from your existing customer base. This strategy includes re-engaging with customers you've lost and boosting the frequency of purchases, all supported by robust data analytics and campaign management. Additionally, we offer creative services like graphic design. Our pricing is adaptable, with plans for businesses at various stages of growth, all aimed at delivering quick, measurable improvements in customer loyalty and business performance.



A L P I N E | Q



[See Loyalty Case Study](#)

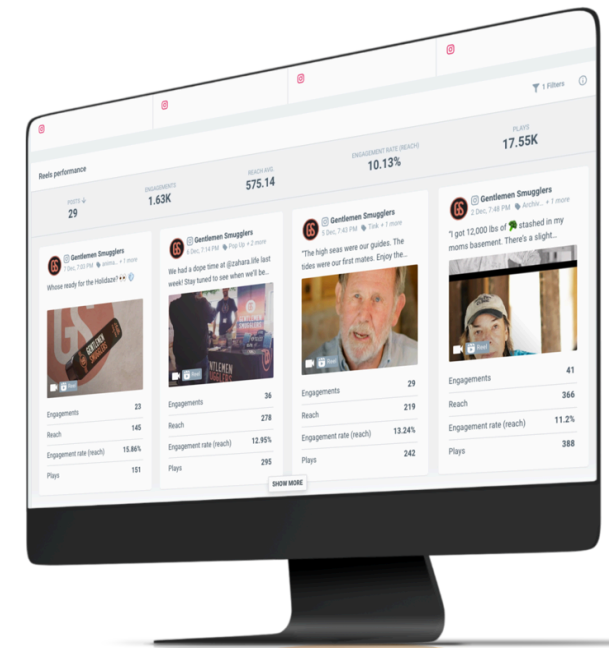
SOCIAL MEDIA

Our social media marketing services are tailored to fit diverse businesses and brands. We offer bespoke packages that cater to your unique objectives, with a team of experts in content creation, graphic design, animation, community management, and strategy. We utilize a wide range of tools, including Social Media SEO Optimization, social listening, social benchmarking, and more. All dependent on your brand's needs and the chosen package.

We aim to restore the authentic essence of social media, using it as a tool to bridge gaps, foster connections, and facilitate the exchange of ideas. We focus on actively engaging with your audience, delivering valuable content that resonates with them, and building long-term relationships.

We tailor your content and tone to connect with your target audience across different platforms, from LinkedIn and Twitter to Instagram and Facebook. We prioritize creating intentional content, advocating for a healthy and fulfilling use of social media that focuses on authentic connections rather than likes and followers.

Through our services, we aim to elevate your online presence, foster meaningful engagement with your target audience, create intentional campaigns, and drive deliberate brand growth. No matter your business size or type, we have a package to help you achieve your social media goals.



[**SEE CASE STUDIES**](#)

HONEYSUCKLE

GENTLEMEN SMUGGLERS: THE NATION'S BIGGEST CANNABIS REDEMPTION STORY HITS A NEW KIND OF JACKPOT

April 20, 2023



BARRY FOY, CO-FOUNDER, GENTLEMEN SMUGGLERS

Jan 13, 2022

Leafly.

28 GRAMS OF GAME: THE GENTLEMEN SMUGGLERS

December 9, 2022

PUBLIC RELATIONS

In addition to our already extensive array of services, PufCreativ also offers PR (Public Relations) – which includes event coordination, content marketing, strategy development, and media relations -intended to help brands with such important aspects as creating and maintaining reputation/reach, performing vital market research, formulating press releases, etc.



CONTENT CREATION

We offer high resolution and high definition content creation that's curated and strategic. From lifestyle photography to product photography and everything in between, we will give your marijuana brand a consistent and positive visual representation. Blogging, social media and promotional pieces are just a few places our cutting edge content can be put to use.

[SEE CASE STUDIES](#)




EMAIL MARKETING


Are you a marijuana dispensary or cannabis brand looking to directly engage with your audience through an informative and well-designed email campaign? No need to fear, PufCreativ's email marketing team is here! Let our team of expert content writers and designers craft an email campaign that is focused on consistency, education, clicks and conversions. Our dev team can also set-up automated emails through desired triggers on your website or ecommerce platform.



ADVERTISING



PufCreativ offers a specialized department focused on cannabis-specific paid social and search advertising. This service is tailored to meet the unique advertising needs of the cannabis industry, providing targeted ad campaigns across popular platforms such as META, Google, TikTok, and Reddit. We handle everything from the initial setup of landing or social media pages to the ongoing management of your campaigns, ensuring they are optimized for the best possible performance. Our approach ensures you benefit from the most effective cannabis-specific advertising solutions available, designed to enhance visibility, engagement and revenue for your brand.





NEXT STEPS



[Click Here to 'Get Started'](#)

