



Why Hire Us as Your Digital Agency? Our Ethos & Values

After more than twenty years of digital marketing and eCommerce operations centered around brands in adult use & age restricted markets, the Buoyancy Digital team has adopted a firm set of guidelines & values that drive everything we do for clients and the marketplace.

These operating standards reflect an ethos we follow in all cases.

Holistic

At Buoyancy Digital, we take an holistic approach to solving our clients' digital operations and advertising/marketing challenges: we know that one size never fits all and in many cases, client needs span multiple professional disciplines & different stakeholder teams with a client's organization.

When we first engage with your cannabis company, we assess every aspect of your operations, from seed to sale, as well as your brand's history, culture, and footprint across all marketing channels, physical and digital.

Comprehensive

Neither business overall nor marketing online are processes that are conducted effectively in silos. We are dedicated to a comprehensive approach to achieving your advertising & commerce objective.





When we recommend a solution set, either technology or advertising related, the proposal will always reflect our anticipation of what's needed across your organization to always hit your target goals.

By contrast, individual ad packages & one-time media buy recommendations offered by random vendors are exactly that: **isolated** promotions which **might** have some impact, but not to the level of effectiveness of ads that are part of a deeper, curated media plan built just for **your** needs.

Inclusive

We believe in a culturally inclusive approach to people and marketing. Buoyancy Digital's core team reflects the diversity of the modern world, with a high standard towards inclusion of all types of people. This is reflected in both client marketing messages as well as by the makeup of our own management team.

We embrace diversity from the top down and believe that every relevant subset of society needs to be included in a brand's target marketing, especially if a client is opening their business to the general public.

Impactful

At the end of the day, data does not lie; it can tell a very thorough truth about the work, and the outcome of said work, completed by any agency or persons who support the digital operations and overall marketing of a brand.

We take this reality quite seriously and embrace the idea that a brand deserves to receive measurable deliverable work, from the rendering & creation of digital assets, to creating and sustaining both brand & direct response marketing campaigns that yield real traffic, real leads and real transactions.





Compliant

Compliance for brands in age restricted industries such as cannabis is a mandatory, proactive endeavor at all times at Buoyancy Digital. We understand the applied reality of compliance restrictions placed upon brands in the cannabis industry & other adult use markets.

Our objective is straightforward in this area: use all available human experience and technology assets as they become available to ensure every public facing media campaign or touchpoint your brand has with the public adheres to compliance requirements.

Every effort is made to protect the public, deter access by minors, and to protect the public-facing integrity of your brand.

We are here to help!

The Buoyancy Digital ad agency family cares as deeply about **how** your marketing goals are achieved as we do about **what** results they produce for your brand, customers, staff, and the communities you service.

You deserve a world class ad agency experience to enable the growth of your cannabis brand and we take that obligation quite literally. Get in touch with us at your earliest convenience to explore how we can help you.



Phone: 719.647.7795 | Email: canna@bdllc.org | Online: <https://buoyancydigital.com/cannabis>

