

# Maaly: Addressing Key Challenges in Cannabis & CBD Digital Marketing

RICHARDSON, TX, UNITED STATES, February 6, 2025 /EINPresswire.com/ -- [Maaly's](#) Role in Cannabis & CBD Marketing

Maaly, a [cannabis and CBD marketing agency](#), is working to address the unique challenges facing brands in this evolving industry. Rooted in humble beginnings, Maaly was founded by Paul de Bruin, who started offering email marketing services on Fiverr as a freelancer. Starting with a single email marketing project that evolved into a comprehensive agency focused on acquisition, retention, and data analytics tailored for cannabis businesses.

As digital marketing restrictions continue to impact the cannabis industry, Maaly has developed expertise in SEO, email marketing, and analytics to help brands improve visibility and customer engagement. By leveraging data-driven strategies and an understanding of cannabis consumer behavior, the agency aims to provide actionable solutions for sustainable growth.

## Addressing Marketing Barriers in the Cannabis Industry

Cannabis and CBD brands face limitations in traditional advertising due to regulatory restrictions from platforms like Google and Meta. As a result, brands must rely on organic digital marketing strategies to reach their audiences effectively.

SEO has emerged as a critical tool for cannabis businesses, but its application requires a structured and evolving approach.

Key aspects of an effective SEO strategy include:

**Content Optimization:** Updating existing content to align with search trends and user intent.

**Keyword Strategy:** Identifying and targeting search terms at every stage of the buyer's journey.

**Backlink Development:** Strengthening domain authority through reputable, industry-relevant sources.

Additionally, changes in search engine algorithms and the rise of AI-generated content are shifting how businesses approach SEO. Maaly's emphasis on high-quality, informative content

and video marketing aligns with these evolving trends, ensuring brands can maintain visibility in search results.

## The Role of Email Marketing in Customer Engagement

Beyond customer acquisition, email marketing remains an essential tool for cannabis brands seeking to build long-term relationships with their audience. A structured approach to email marketing includes:

**Awareness Stage:** Introducing customers to a brand through welcome sequences and site engagement tracking.

**Consideration Stage:** Encouraging conversions through browse abandonment, cart recovery, and restock notifications.

**Retention & Loyalty Stage:** Enhancing customer lifetime value with post-purchase engagement and repeat purchase incentives.

A data-driven approach allows cannabis brands to generate measurable revenue while maintaining compliance with industry regulations.

## Industry Case Studies and Observations

Cannabis brands implementing these strategies have reported notable improvements in website traffic, conversion rates, and customer retention. Recent industry case studies highlight:

**Quanna:** A 350% increase in website clicks over 90 days through targeted SEO adjustments.

**Session Goods:** A 191% increase in sales during the 420 season from 2023 to 2024.

Beyond performance metrics, long-term client relationships underscore the importance of strategic, sustainable marketing approaches in the cannabis sector.

## Future Trends in Cannabis Marketing

Looking ahead to 2025, industry trends indicate an increased emphasis on:

**AI and SEO Adaptation:** The growing presence of AI-generated content is influencing search rankings, requiring a strategic balance between automation and human-authored content.

**Video Content Integration:** Search engines are prioritizing video in rankings, reinforcing the importance of multimedia content in digital strategies.

Regulatory Shifts: As advertising regulations evolve, brands must remain adaptable and informed to maximize marketing opportunities.

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