

**Abstract:** The presentation will look at current collaborative efforts to establish communications in support of the hemp industry. It will review the “online, in print, in person” communications model and underscore the growing importance of quality content in words, images and moving pictures. With a short review of basic marketing tools needed by SMEs and startups as well as corporates looking to increase the visibility of their companies, products and brands in the marketplace.

**The presentation will include:**

Overview of the hemp media landscape

Marketing tools inventory: Runthrough of priorities vs. effectiveness

Best practices: Examples of companies with strong media-saturation

Due diligence: Tips for using basic investigative tools, starting with Google!

Social media: What channels do I need, and how do I use them?