



GROUP 15 PRESENTS:

Nextleaf Solutions Pitch



A BURNING DESIRE FOR QUALITY



GROUP 15 - IMC PLAN PITCH



Things to discuss

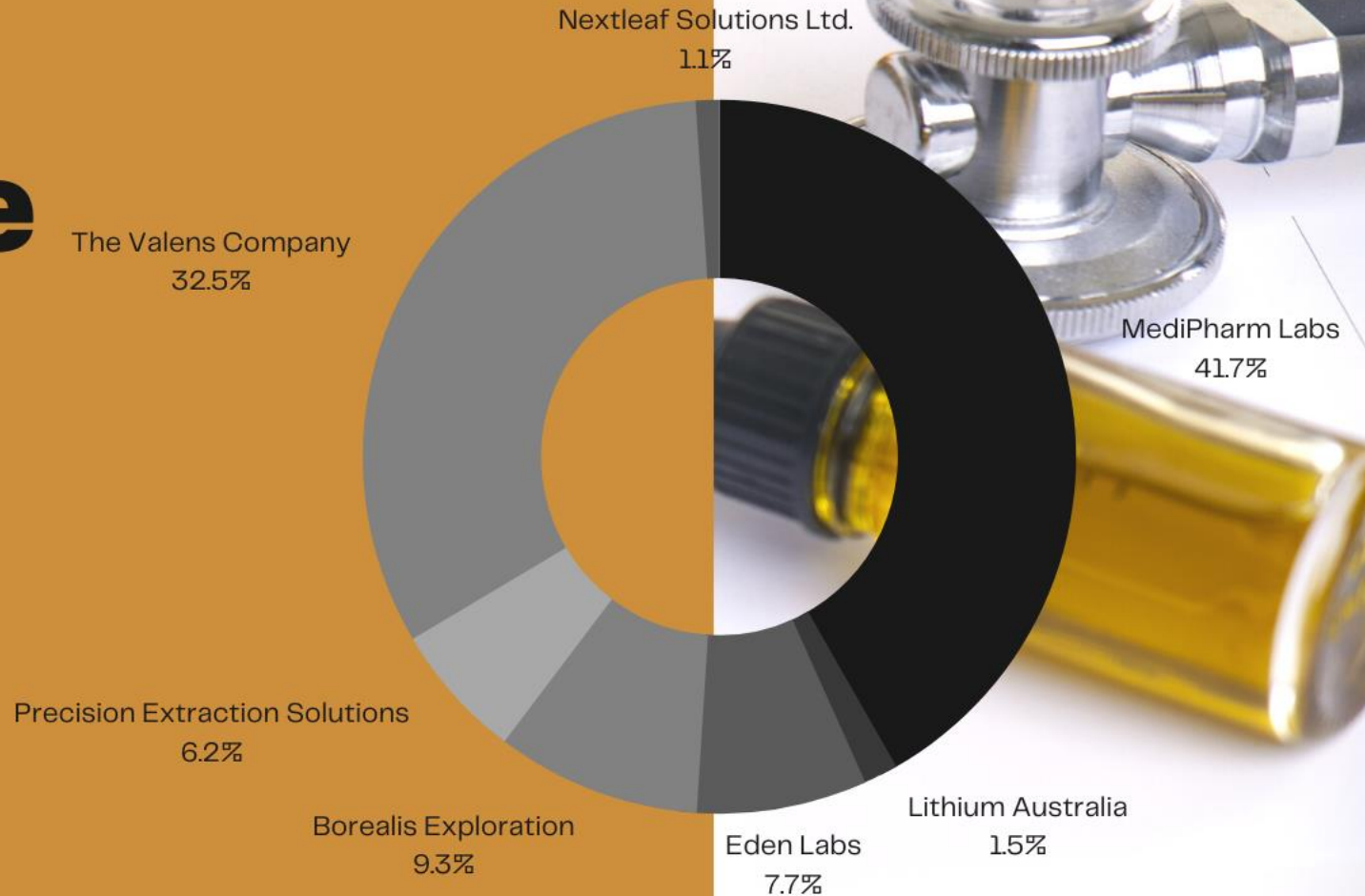
Key takeaways:

- Market & Competitive Situation
- Situation Analysis Summary
- Marketing Communication Objectives & Strategies
- Budget
- Media Choices
- Activity Schedule
- Creative Strategy
- Creative Executions

Market & Competitive Situation

The cannabinoid market

Nextleaf Solutions targets manufacturers and wholesalers in both the medicinal and recreational cannabinoid industry.





Situation Analysis Summary

Nextleaf Solutions focuses on extracting, distilling, and sub-creating cannabinoid oils/products.

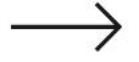
They have a highly skilled team that is able to produce high-quality distillate at a low cost, which helps them stand out amongst their competitors.



Priorities

Their main priorities are to uphold high standards of quality, as well as to attain scalable proprietary technology.

They want to continue their research & development in extraction and distillation technology while acquiring more intellectual property as they tirelessly innovate.



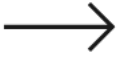
Marketing Objective



Generate a greater market share in the infused cannabinoid market

This can be done by creating brand awareness, interest, and trial.

Marketing Strategies



Basis for Segmentation

They can tailor their marketing strategies to manufacturers and wholesalers of medical products and/or recreational products.

Target Market

They have two major target markets (manufacturers and wholesalers of cannabinoids) that can be broken into four submarkets, including crude oil, distilled oil, cannabinoid ingredients and formulations.

Positioning

The brands positioning consists of consumer expectation of high-quality products and high brand loyalty, with proven success.

Competitive Approach

Low cost, high-quality producer, with a focus on differentiation in manufacturing processes.



Percentage of Sales method (for B2B)

\$34,534.2

for the annual marketing budget

The rationale for choosing the percentage of sales method is that it is:

- Straightforward to calculate
- Within attainable means
- Relatively consistent

Media Strategies



Communication Methods

Social media, newsletters, Google Ads, and trade shows. The media characteristics will be almost all online other than trade shows.

Target Audience Coverage

Manufacturers and wholesalers are the primary targets in BC, Canada. (That would ideally be looking for a new and unique business partner.)

Duration

The duration will be for a year, as the budget is based on last year's sales.

Continuity

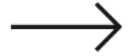
Continuity will be maintained by following a brand book, which is essentially certain brand colours, font sizes, tone, etc.

Reach

The reach will have to be high (250'000 – 300'000 people/year) to attract new clients.

Frequency

Although the tradeoff for higher reach is lower frequency, it will still be sufficient. This can be seen in the activity schedule on the next slide.



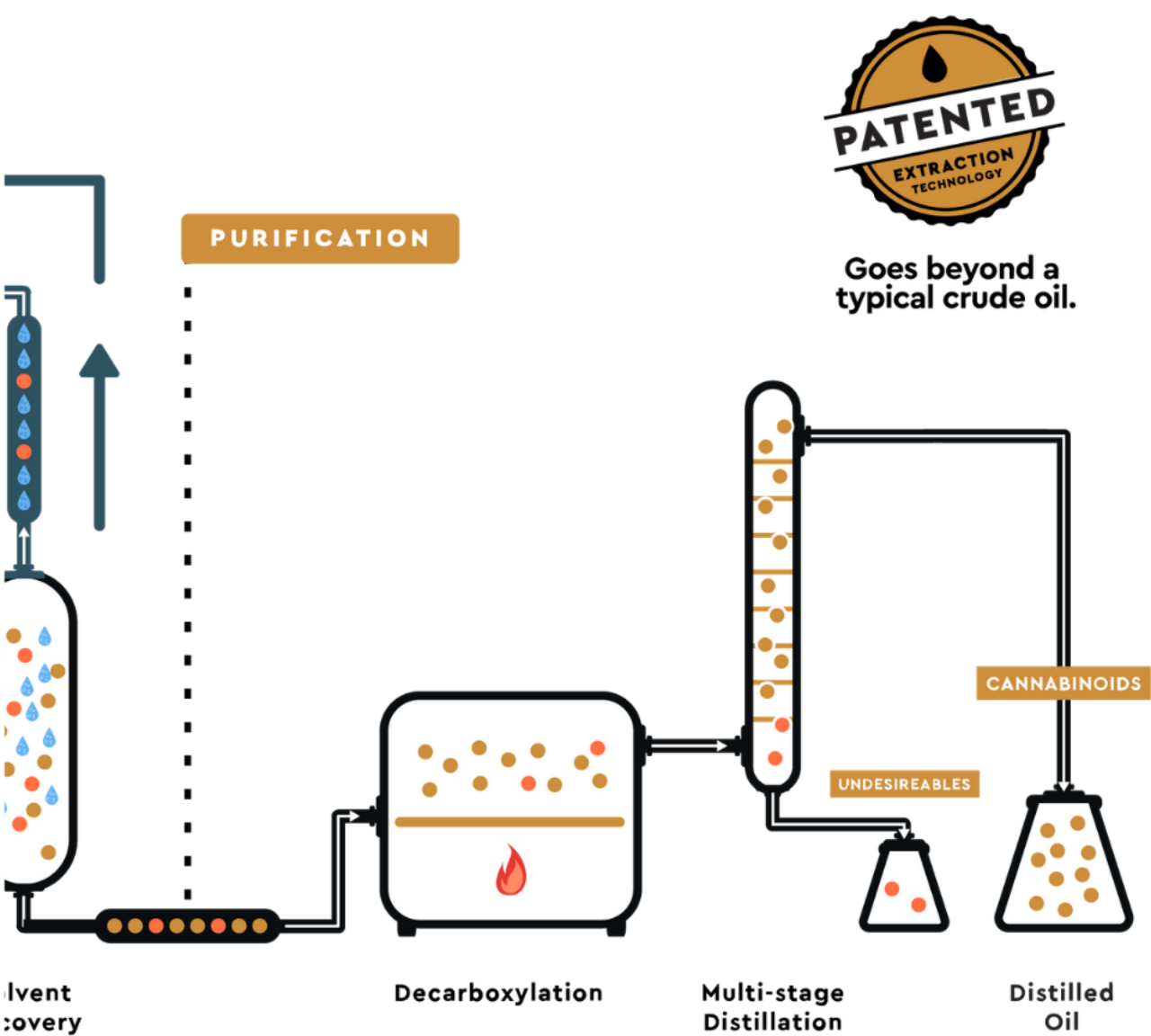
Activity Schedule

Activity Schedule 2021												
Creative Execution	January	February	March	April	May	June	July	August	September	October	November	December
Boosted Social Media Post	2	2	2	2	2	2	2	2	2	2	2	2
SEM Campaign	1	1	1	1	1	1	1	1	1	1	1	1
Newsletter	1	1	1	1	1	1	1	1	1	1	1	1
Trade Show							1					
LinkedIn Post	1	1	1	1	1	1	1	1	1	1	1	1

For 2021 (assuming a calendar year)

Each creative execution is colour-coded in the schedule and has a number (either 1 or 2) based on the frequency per month that it will occur. When a month contains a creative execution, it is filled with the activities' designated colour and frequency.

E.g., "Trade Show" has a frequency of once per month, but it only occurs once per year (in July), which is around the time of Canada's largest cannabis event, the Toronto Expo 2021 - Lift Co.



Creative Strategy

"A burning desire for quality"

They have a strong inclination for quality and are known for overachieving by delivering beyond expectations.



Creative Executions





NEXXTLEAF®



CSE:OILS

A **BURNING** DESIRE FOR
QUALITY

“WE PRIDE OURSELVES ON
OUR PROPRIETARY
**EXTRACTION &
DISTILLING TECHNOLOGY**”

Paul Pedersen, CEO



X CSE:OILS OTCQB:OILFF

Social media post mock-up

Instagram & Facebook

Create frequent scheduled content
as well as boosted posts

Establish audience demographics, psychographics
and geographics for boosting posts. Add call-to-
actions as well as [linkin.bio](#).

Improve Presence on LinkedIn

LinkedIn post mock-up

Nextleaf Solutions needs to utilize LinkedIn as both a social media and networking app.



Nextleaf Solutions (CSE:OILS) (OTCQB:OILFF)

1,573 followers

1w

Here is our latest annual report from 2021.

Our first-quarter revenue was up 300% from the previous quarter.

Last year we allocated \$251,788 to R&D, which helped us fund our latest in-house technology and labs.

(CSE:OILS) (OTCQB:OILFF)

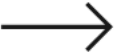
#cannabis
#cannabisindustry
#cannabisnews



Nextleaf Solutions | Annual Report 2021
nextleafsolutions.com

96 Likes 5 Comments

Nextleaf Solutions | (CSE:OILS) | True Scalability™ | Patented



Nextleaf Solutions - a burning desire for quality. The world's most innovative **cannabis extractor** developing patented technology for **distilling THC** and **CBD oils** for the **wholesale** market.

[Our Team](#) · [Investors](#) · [News](#) · [Extraction Technology](#)

SEM campaign mock-up

Explore Google Trends

Determine if there are any trends with Google Searches during the year in the market of cannabinoids (i.e., seasonality).

Do keyword research

Use Google Keyword Planner to determine keywords with high search volume, low competition, and low cost per click (CPC).

Create SEM campaign

Design a paid search campaign and use broad match keywords (e.g., "extractor," "distilling," "THC," "CBD," "oils," "wholesale," etc.).

Monitor campaign

Monitor the campaign's success by analyzing keyword impressions and click-through rates. Make any necessary changes. Can also modify the audience.

Analyze results

Closer to the end of the campaign, analyze the total click-through rate, auction insights and absolute impression rates. Refer back to your insights for future.



Lead Generation

Sign up for our Newsletter

Sign up to get exclusive discounts and news about Nextleaf's latest products & technology

SIGN UP

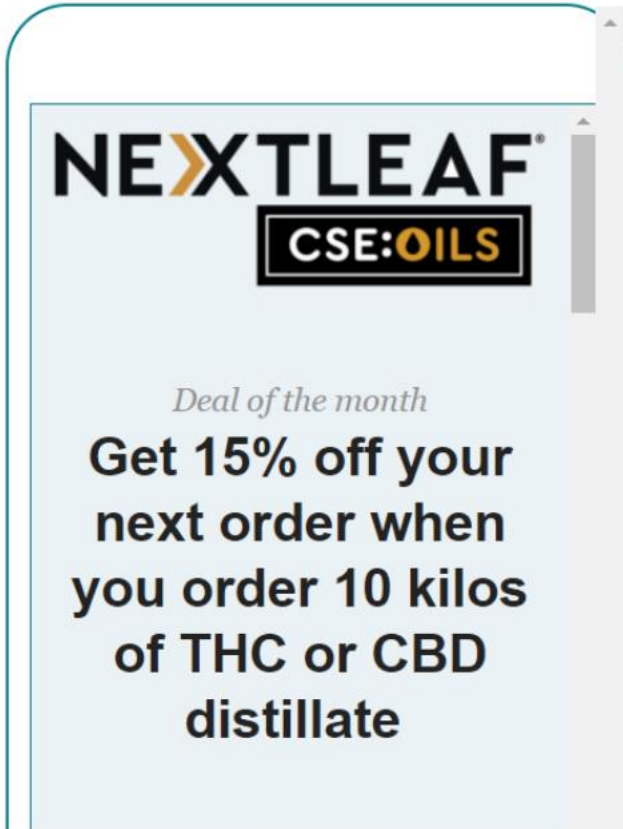


Add a pop-up newsletter sign-up form upon entering the site

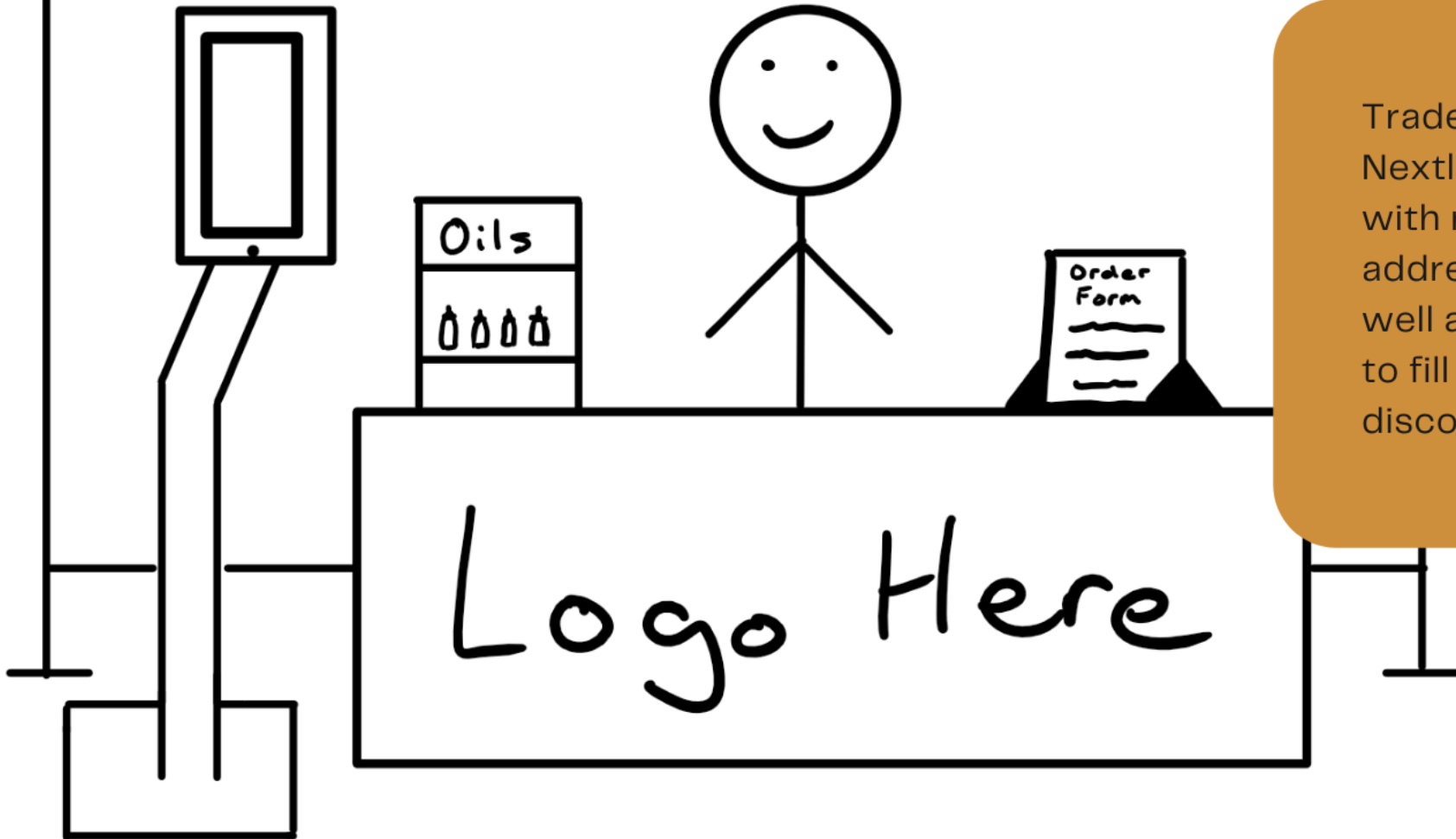
- **Accumulate an email list**
- **Send out newsletters**
- **Receive orders**

Mailchimp email newsletter mock-ups

Specifically target users with promotions as well as recent news about the business, partnerships, patents, technology, etc. This would be of interest to manufacturers, wholesalers and investors that have a stake in the company.



Nextleaf Solutions



Trade shows will be essential for Nextleaf Solutions to network with retailers by collecting email addresses for their newsletter as well as getting interested clients to fill out a trial order (with a discount or rebate included).



Conclusion



Built around quality

They pride themselves on the quality and effort that goes into their oils/products.



Setting themselves apart from competitors

They position themselves ahead of their competitors as they continuously innovate and differentiate.



Using the right tools and technology

By utilizing social media, search engines, newsletters and trade shows, they hope to succeed in their marketing efforts.



Thank you for listening!

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