

THNDRSTRM



**DIGITAL
SERVICES DECK**



What is ThndrStrm Strategies?

ThndrStrm Strategies is a PoC owned/operated, digital marketing/communications firm working for clients in the cannabis industry & the political campaign ecosystem.

ThndrStrm is the brainchild of a team of self-taught, digital marketing rainmakers who are responsible for driving hundreds of millions of impressions across our projects since 2010.

Having started their first website on their couch, two of our partners organically grew that website into the most trafficked cannabis website in the U.S., beating out heavyweights like High Times, WeedMaps & Leafly before stepping away in 2016.

In addition to driving traffic for a range of clients (in and out of the cannabis industry), our digital strategies have helped put a book on the Amazon bestseller list, successfully launched a celebrity cannabis brand, and turned the tide of elections.

We focus on storytelling through content marketing. We believe that a brand is only as good as the story they tell and the emotional connection they make with potential customers.

At ThndrStrm Strategies, we help you create the unique conditions for lightning to strike.

Who is ThndrStrm Strategies?



Kaliko Castille
CEO & Co-Founder

Before starting ThndrStrm, Kaliko spent 10 years in the marijuana reform movement, starting out as an activist and intern for NORML before going on to start a political action committee to raise money for legalization and eventually start a dispensary.

Kaliko went on to run sales and marketing for various cannabis industry startups, eventually leading the business development and marketing teams for National Cannabis Industry Association (NCIA).

He also currently serves as President of the Minority Cannabis Business Association (MCBA), where he is focused on creating an equitable cannabis industry and repairing the damage from prohibition to minority communities.



J.J. Bybel
COO & Co-Founder

After graduating from Portland State University with a degree in Business Management, J.J. began working side by side with Kaliko on various cannabis industry projects including helping to run a dispensary and managing sales for various cannabis media outlets.

J.J. was also an instrumental member of the National Cannabis Industry Association (NCIA)'s Business Development Team, helping to implement sales processes that led to the single largest year of growth in memberships since its founding.

Passionate about progressive causes and affecting positive change in the world, J.J. is committed to utilizing ThndrStrm's considerable talent to help our clients positively impact their customers and communities.

OUR PARTNERS:

Chris Young
Cannabis Blogger & Digital Rainmaker

- Chris Young has over 20 years of experience successfully promoting social justice causes and cannabis ventures on the internet. Young has developed proven web strategies to spread awareness to worthy causes and boost cannabis companies online in an impactful way.
- Chris' digital strategies have helped elect multiple state-level and local political candidates, as well as helped several citizen initiatives succeed on Election Day. Young has also helped numerous non-profit entities increase their reach and footprint on the internet, in addition to helping top cannabis companies with their communication needs.

Jeff White
SEO Guru

- Jeff White is a Google guru and has spent the last 15 years as a practitioner in the art of SEO. Jeff's unparalleled skillset is the powersource of ThndrStrm's web development team.
- It was his SEO strategy that took a rinky dink blog from 0 page views in 2010 to 7 million page views per month in 2015.
- Under his stewardship, he has consistently helped his client's organically rank at the top of Google for nearly any search term they target, helping his client's save time and money on paid marketing.

Is ThndrStrm a good fit?

At ThndrStrm Strategies, we pride ourselves on adhering to three pillars in our business: innovation, diversity and integrity.

We look for clients who are futuristic in their thinking, bold in their actions and inclusive in their strategy.

Is your business ready to take your digital brand to the next level?

ThndStrm's team of digital marketing practitioners are always on --- looking for inspiration for our client's marketing strategies throughout our day to day lives.

Our team doesn't possess a bunch of fancy marketing degrees.

We came up in the school of hard knocks and have earned our stripes from being in the digital trenches.

When you decide to go with ThndrStrm, you aren't getting internet newbies, you are hiring seasoned veterans with a proven track record of growing brands.

Our Social Media Work

Lightning Strike Case Studies:

1 EMERGE Virtual Cannabis Conference

Here are some topline stats from a four-week campaign we did for the launch of Emerge Virtual Cannabis Conference in Aug/Sept of 2020.

Our team was brought in just over a month before the launch of the very first Emerge conference and our team was able to drive incredible results in a short amount of time, helping to put their event brand on the map.

Impressions ⓘ 120,456 ↗7,178%	Engagements ⓘ 8,964 ↗3,956%	Post Link Clicks ⓘ 470 ↗1,708%
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2 TOBIASREAD FOR GOVERNOR

ThndrStrm was brought on to help Oregon State Treasurer Tobias Read's campaign team launch his 2022 race for Governor.

In just the first 30 days, we were able to drive over 300,000 impressions and over 34,000 engagements with our content.

Impressions ⓘ 319,110 ↗875.4%	Engagements ⓘ 34,052 ↗1,641.8%	Post Link Clicks ⓘ 1,625 ↗1,418.7%
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Lightning Strike Case Studies (Continued):

3 NORML®

Most recently, we were brought on by National Organization for the Reform of Marijuana Laws (NORML) to help run their social media four days before the MORE Act vote in Congress.

Here is a side by side comparison between the two weeks around the election (before ThndrStrm was hired) vs the two weeks around the MORE Act vote (after ThndrStrm began managing) as it relates to impressions, engagements, # of messages sent.

	2020 ELECTION	MORE ACT	% CHANGE
IMPRESSIONS	3,239,980	7,748,046	139%↑
ENGAGEMENTS	300,217	600,101	100%↑
MESSAGES	11,319	26,080	130%↑

Proven Record:

Since our founding in August of 2020, we have helped our clients drive over **85 million impressions** across their social channels, including **4 million engagements**.

At ThndrStrm Strategies, we will help you create the conditions for lightning to strike.

Impressions ⓘ

85,588,590 ↗101.3%

Engagements ⓘ

4,172,732 ↗79.1%

Post Link Clicks ⓘ

408,965 ↗66.3%

ThndrStrm Social Media Packages:

We have a variety of packages for our clients to choose from and they are meant to compliment whatever level of marketing your team is already doing -- whether you have a full staff of marketing experts and social media campaigns or just one person on your team posting to social once in a while.

Social Media Audit

This is a great way to learn some of the basic strategies to increase your impressions and engagements.

- ✓ **Audit of current social media practices, offer recommendations**
- ✓ **One-time, 60-minute consultation to discuss recommendations**

Thndr Rolls Package

This package will bring the ThndrStrm team into your brain trust with a weekly strategy session plus a customized social media plan.

- ✓ **Audit of current social media practices, offer recommendations**
- ✓ **Bi-weekly virtual meetings to discuss strategy**
- ✓ **A fully customized social media plan and strategy document for your team to work from.**

Lightning In a Bottle

ThndrStrm will develop your social media strategy and provide light content creation to help supplement your team's efforts.

Includes all benefits of Strategic Advantage Package, plus:

- ✓ **ThndrStrm content creation team working to create fully customized social media images, infographics, and more**
- ✓ **Weekly reports**
- ✓ **Monthly social media analytics reports**

ThndrStrm Social Media Packages (Continued):

Make it Rain Package

ThndrStrm can be your outsourced CMO and marketing team. We'll handle everything. From building out your strategy to creating all of your social content.

Includes all benefits of both packages above, plus:

- ✓ **ThndrStrm content creation team working to create fully customized social media images, infographics, text motion videos, etc.**
- ✓ **Weekly social media analytics reports**
- ✓ **Full-time community management and content moderation**

A La Carte Options:

In addition to our social media packages, we do offer other digital marketing services a la carte. Please contact ThndrStrm Strategies for more information and a quote.

- **Email Newsletter Management**
- **Email Newsletter Content Creation and Management**
- **Graphic Design**
- **Podcast Production & Management**
- **Webinar/Live Stream Production & Management**
- **Photography/Videography**

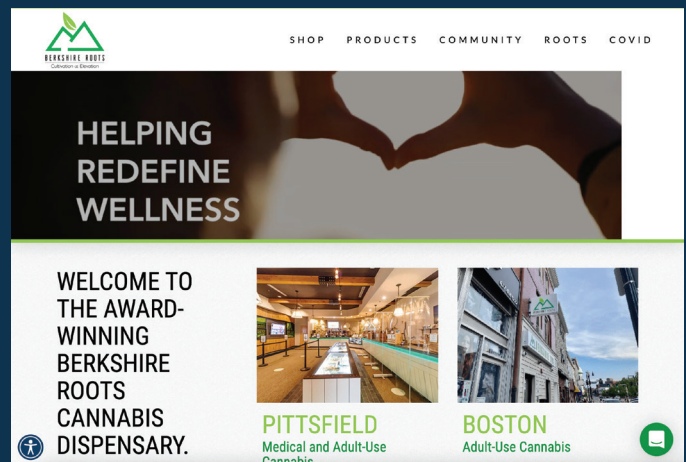
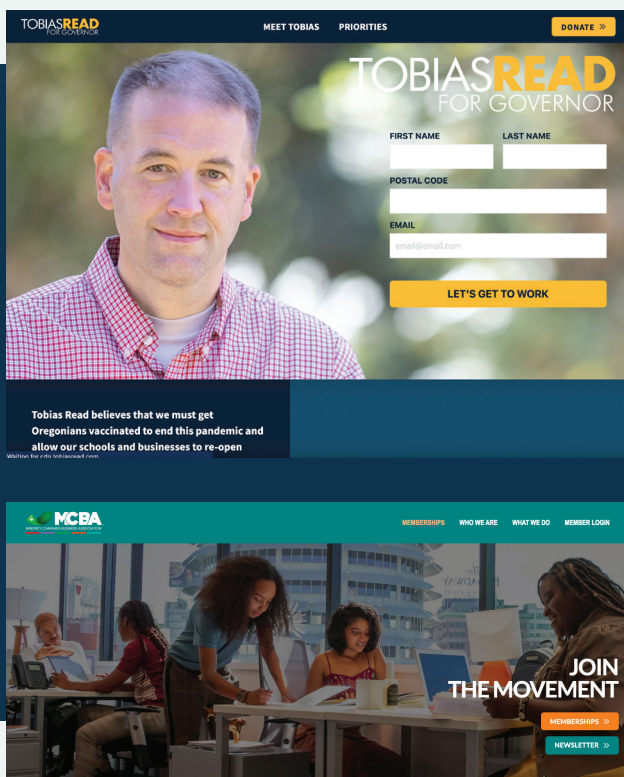
Our Web Development Work

Web Development

The ThndrStrm team's specialty is working with our clients to develop aesthetically pleasing websites built on the WordPress platform that are as practical as they are pretty.

We operate from the understanding that organic web traffic is critical to the survival of businesses, nonprofits and advocacy organizations in the digital era and that websites must be built based on an ever-changing formula in order to stay in front of your customers.

Coupled with a well thought out content marketing strategy, our formula has the power to help our clients attract organic leads and drive revenue.





Case Studies



National Cannabis Industry Association (NCIA) thecannabisindustry.org

Background: NCIA is the leading federal trade association for the cannabis industry, originally established in 2010.

Our web development team was brought on to help NCIA optimize their site's SEO, insert ad units, and handle routine maintenance after their original development team became too expensive when the pandemic forced budget cuts.



Berkshire Roots berkshireroots.com

Background: Berkshire Roots is a small dispensary chain in Massachusetts with a main location in Pittsfield and another in Boston.

Our web development team was brought on to help launch their website ahead of 4/20. They came to ThndrStrm after their new Marketing Director was hired and didn't like the site they inherited. Our team helped reimagine the aesthetic and functionality of the site and made sure that it was streamlined and optimized for search traffic and functionality.



Minority Cannabis Business Association (MCBA) minoritycannabis.org

Background: MCBA is a cannabis trade association that was established in 2015 to advocate on behalf of minority cannabis operators and communities most harmed by marijuana prohibition.

Our team was brought in to help re-build the MCBA website after years of a previous web development team patching together the site using WPBakery to the point it became unusable for the MCBA team.



Tobias Read for Governor tobiasread.com

Background: Tobias Read is the current State Treasurer of Oregon and a recently announced candidate for Governor. Our team re-designed his campaign website that was previously hosted on Squarespace and not very functional or easy to use for the team. Our team also helped to refresh the brand with new logo colorways.

Ready to invest
in your business and
create the conditions
for lightning to strike?

**Contact ThndrStrm
Strategies today.**

J.J. Bybel
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