HEMPAZON.COM MARKETING PLAN

Being Focused On (but not limited to) Healthy Living, Hemp and CBD products, and realizing the wide range and variety of offerings on the market (and what's coming in the future), hempazon.com expects to enjoy a customer base that reaches from the minimum legal age and extends to the most senior of seniors - both men and women, and it seems obvious that there are no barriers when it comes to ethnicity, religion or geographic location.

Hempazon.com is an e-Commerce website built on the Shopify platform, (there are currently no brick-and-mortar Hempazon Shops) so marketing is relatively straightforward... or is it?

2,000 Funnel Websites will work together in a variety of ways to send web traffic to hempazon.com via banner ads and promoted content. Hempazon's licensed collection of funnel websites cover a wide range of categories, and the common denominator between all of them is their amazing web addresses. From easy to remember brand names to exact keyword urls, The Hempazon Shopping Network is peerless, unparalleled and cannot be duplicated. CLICK HERE TO SEE THE DOMAIN NAME LIST

Social Media Networks are very "quirky" about how they operate when it comes to Hemp and CBD, whether it be a product, service, company or just a page for fun. Ads cannot simply be bought on most platforms, and grey hat tactics work marginally at best - plus, we vow to only operate in a white hat manner showing full transparency...

Which means, we use social media the hard way, which is the good way - by hand, with a live human, a computer, and a desk. And - hempazon.com already has over 35,000 facebook followers who are eager and waiting for news, updates, featured products and company info - proving people are into the idea.

Founder and operator Eli Tobias has been using social media and digital marketing full time since 2005, and over the years has built over 500 profiles, fan pages and groups across a wide range of social platforms. Those pages have an aggregated total of over 2 million followers, and HAZN, Inc. has the rights to use those pages' traffic as the foundation of hempazon.com and The Hempazon Shopping Network's social media marketing campaigns.

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Social media posting/marketing is one of the most crucial elements in the hempazon.com marketing plan. Hempazon.com will need to aggressively expand offices, computers and workforce along the way, in order to execute the daily, 24-hours-a-day tasks that are involved with running the social media marketing behemoth that will promote The Hempazon Shopping Network.

Expect a steady flow of exciting (and potentially sponsored) content, product posts, specials, rewards, prizes, contests and more to find its way onto hempazon.com related social media pages.

Google, Yahoo, Facebook, Instagram and more WILL NOT currently allow hemp or cannabis advertising. The rules change every day, and we watch and listen every day. As soon as Ads are "legally" available for purchase, we will be ready to build, schedule and get into the game of PPC/PPM ad buying.

However, **Internet Partner Marketing** - purchasing or trading banner ad space on other popular, target marketed, private websites would be beneficial in getting and keeping the word out about hempazon.com - and those types of relationships already exist.

Newsletter Marketing might be the most effective way for hempazon.com to market its goods and services. Customer Relationship Management software will be a necessity, along with a solid newsletter generating platform, and of course, the staff and writers who create and distribute the news.

Trade Shows & Expos are a logical place to take hempazon.com, and we are preparing for the 2020 season. Utilizing a portable/shippable booth setup, advertising materials and support staff, we plan to attend a trade show every 4-6 weeks in an effort to spread the word about the Brand AND to find new vendors to onboard. By using the momentum of the industry and the popularity of some of today's top trade shows, hempazon.com will become more and more exposed to both the consumer and the industry audiences.

Through **Giveaway / Promotional programs** offering free, discounted or bonus products/samples, hempazon.com will increase sales, vendor brand awareness and good will.

Mobile Marketing is a fantastic way to get the word out, literally. A wrapped & branded vehicle that could go to events and be used in marketing campaigns would be well worth the investment. Also, hiring an experiential marketing firm to coordinate branded pop ups

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in top demographic areas would add to the hempazon.com brand's grass roots credit and boost local & social popularity.

Influencer / Affiliate Marketing is the new norm in today's trend-centric economy. By combining forces with influencers and affiliates - and making it easy & profitable for them - revenue and reputation will grow.

Print Marketing is an age-old, reliable, often localized form of advertising - to include magazine & newspaper ads, flyers & mailers, stickers & posters, etc. A print marketing strategy will be developed as budget allows.

Custom Mailer Marketing puts the message in people's hands, in physical form. The distribution of bulk mailers is a solid way of getting attention and driving geo targeted traffic.

Radio & TV Advertising are expensive, highly effective ways to promote brands & products - and we have years of experience in the broadcast media field. Both radio and tv campaigns can be purchased on a national or regional level, and we plan to leverage the power of these frequency marketing channels whenever possible.

Whether included in an order or won in a social media contest, **Custom Branded Merchandise/Swag** such as lighters, stickers, papers, t-shirts & hats will be very popular. Everybody likes free stuff, and brand support will be reinforced through the distribution of no-cost, daily-use items.

Through the daily implementation of the above mentioned programs, our marketing department will expand market reach, drive traffic & sales, and bring more brand exposure to The Hempazon Shopping Network.

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