

# Establishing Credibility in Cannabis: How Green Lane Helped Cali Sober Mom Gain Industry Recognition

**GREEN LANE**  
COMMUNICATION



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## Organization's Background

Cali Sober Mom (CSM), podcast and social movement, has the goal of creating a supportive and authentic community advocating for the legalization and de-stigmatization of cannabis use. As a trusted source to learn about and discover safe and effective cannabis products, CSM provides a platform where people can explore cannabis options comfortably and confidently.

## Objective

Monica Olano, founder of Cali Sober Mom, needed to partner with a public relations firm that could take on the task of media outreach, crafting pitches, and building relationships with publications. Her mission was to build credibility, get her name and brand out there, and position herself well in the cannabis industry, but limited time and media experience made it challenging to do on her own.

## The Challenge



The process of getting published is time-consuming and complex for a company founder to tackle on their own, when they have a million other priorities and to-dos. Struggling to find the time to execute a PR program on her own, Monica was looking for a PR partner who truly understood her—her background, challenges, and vision—and could tell her story authentically, even when she wasn't in the room. She wanted someone who would invest the time to build relationships, craft pitches, and secure media placements.

And after following Michael Mejer, Green Lane's founder on LinkedIn for a while, Monica watched closely how he engaged with the cannabis industry and how thoughtfully he approached topics. "His insights and connections impressed me, and I felt confident he had the experience and dedication I needed in a PR partner," said Monica.

Monica was also looking for a personal connection with her PR partner. "Many larger PR firms tend to pass clients off to newer team members who may not take the time to truly understand you, your business, and your goals," she said. "I was looking for someone who would invest in getting to know me and my vision, and that's exactly what Green Lane strives to provide."

"I felt far more comfortable and understood after my initial conversation with Mike," she continued. "He genuinely wanted to understand my story and vision, which left a lasting impression. I didn't even inquire about any other firm's rates—I knew Green Lane was the right fit."

"I was surprised to find that GLC's rate was within reach. With a very limited budget to launch my business, PR was going to be the largest expense, taking up about 80-85% of my funds," said Monica. "It was clear that PR would be the key investment to help me move forward quickly in an area where I lacked expertise, so finding a solution at this price point made everything align perfectly."



**226.8k**

Total Online Coverage Views



**110.4M**

Total Monthly Unique Website Visitors  
to All Publishing Websites



**20.5k**

Coverage Views on Social

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## The Green Lane Communication Solution

Green Lane Communication has helped Monica reach credible industry publications where she was able to authentically share her brand's mission and purpose, showing that Cali Sober Mom is not here to make a quick profit but to make a meaningful impact.

"The work Green Lane does is extensive, and their expertise has been invaluable," stated Monica. "Thanks to GLC's efforts, I've gained opportunities and connections I wouldn't have accessed on my own, and the traction has picked up far faster than if I'd tried to navigate this alone."

"GLC has been amazing at taking things off my plate. I don't have to track every publication or calculate my own ROI because Green Lane's PR reports keep everything organized. This has saved me so much time, allowing me to focus on other foundational areas of my business, like the podcast itself, my YouTube channel, and audience engagement. With PR running smoothly, I can put my energy into these building blocks so that when things really take off, I'm prepared. GLC helped me get there faster, and I truly appreciate that."

Lastly, Monica expressed how she appreciated Green Lane's organization with scheduled meetings and structured outlines that allow for flexibility when needed. "The level of organization has been outstanding," continued Monica. "Mike and the team bring a kindness and authenticity that have made working together enjoyable—an aspect that is personally important to me."

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**The Green Lane team has become a reliable extension of my business that I never have to worry about. It's a huge relief to know I can simply hand things off and trust that they're in good hands. I truly can't express enough what GLC has done for me.**

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Monica Olano, Founder, Cali Sober Mom

***"Professionally, the exposure in publications has been invaluable. People who once overlooked my messages are now noticing me, saying they're seeing my name everywhere. It's boosted my credibility and shown me that, yes, I am building a reputation in this industry. Everything Green Lane has done has been key in setting the foundation for what's to come."***

Get Your Cannabis Brand Noticed