



case study

Turning Up the Volume: How PR Gave CannaPlanners a Bigger Loudspeaker

Executive Summary

COMPANY BACKGROUND

CannaPlanners is dedicated to helping cannabis brands and retailers expand their reach and connect with more customers. Its team of skilled web designers, developers, marketers, and creative professionals works collaboratively to build compelling brands that resonate through powerful storytelling, captivating imagery, and a robust digital presence. CannaPlanners is committed to empowering emerging brands to make a meaningful impact in the rapidly evolving cannabis industry. With a team of industry-leading experts, CannaPlanners focuses on delivering tailored, impactful solutions that drive success for your business.

Featured in:



Green Lane Communication provided CannaPlanners with a comprehensive PR program that included:

- Strategic media relations and pitching
- Thought leadership placement in national publications
- Podcast bookings and guest opportunities
- Ongoing consulting and PR campaign management
- Transparent reporting to highlight performance and ROI

The relationship was rooted in responsiveness, consistency, and a shared commitment to building a meaningful public relations strategy leading to coverage in mainstream publications such as Rolling Stone.

“Green Lane holds us accountable. It’s not hand-holding –it’s guidance. And they deliver results. That’s what matters,” said Will Read, Founder and CEO of CannaPlanners.

The Challenge

Prior to engaging with Green Lane Communication, CannaPlanners had explored public relations options but found traditional PR agencies to be cost-prohibitive.

Their marketing efforts were largely confined to internal channels, such as social media and customer reviews. As the company grew, it became clear that expanding their marketing mix through external validation and earned media would be a necessary step toward scaling.

“We weren’t dealing with a specific problem—it was more about adding new channels as part of scaling the company,” said Read. “We needed to amplify the validation points we were already creating on our own.”



OUR COLLABORATIVE SOLUTION

CannaPlanners turned to Green Lane Communication with the goal of securing greater visibility, credibility, and thought leadership in the cannabis space. But beyond media coverage, they were looking for a true partner—one who shared their values, offered top-tier customer service, and had the hustle to match.

"I look for professionalism, responsiveness, and people I genuinely get along with. Green Lane brought all that, plus real alignment with our values," Read explained. "It wasn't just about PR, it was about building a relationship."

RESULTS

Green Lane Communication helped CannaPlanners:

- Secure major media placements, including a feature in Rolling Stone
- Land guest spots on multiple podcasts and articles relevant to cannabis professionals
- Lay the foundation for award recognition and continued visibility
- Increase their brand footprint across marketing channels
- Strengthen internal alignment and follow-through with dedicated PR support

“GLC succeeded in the original goal: giving us a louder loudspeaker,” Read shared.
“You’re fanning the flame of the brand we’ve already built.”

In 5 months, we generated:



87.6m

total monthly unique website
visitors to publishing websites



1.6m

total online coverage views



19.9k

coverage views on social



30+

media placements

CASE STUDY



While the CannaPlanners team is still monitoring long-term brand metrics, early indicators point to increased brand searches and a growing online presence. More importantly, CannaPlanners feels that they have a PR partner who genuinely understands and supports their mission.

“We’re building cool stuff. We’re creating a certain kind of culture. Green Lane helps us fuel that fire. They get us.”

Green Lane Communication’s relationship-first approach, combined with its deep understanding of the cannabis industry, proved to be exactly what CannaPlanners needed. Our strategic support has helped amplify a brand that was already strong—taking it from respected to recognized.



Will Read, Founder & CEO, CannaPlanners

“You’ve got to be good at what you do. But more than that—you’ve got to be a good person to work with. The Green Lane team is both.”

About Green Lane Communication

Green Lane Communication brings cannabis businesses mainstream through strategic media relations. With over a decade of publicity and thought leadership development experience, we help cannabis organizations, subject matter experts, and industry leaders gain share of voice in their market and build their legacy. To date, we have secured over 12,300 placements for our clients in publications such as Forbes, Rolling Stone, MJBizDaily, and more.