

Crossover Marketing Proposal

A Grassroots Strategy for 21+ Cannabis Brands

Transform every food delivery into a micro-marketing moment. This low-cost, high-engagement strategy leverages Uber Eats deliveries to organically promote a 21+ ecommerce cannabis brand through branded note cards that connect with customers in a relaxed, indulgent mindset.

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The Core Concept

The Opportunity

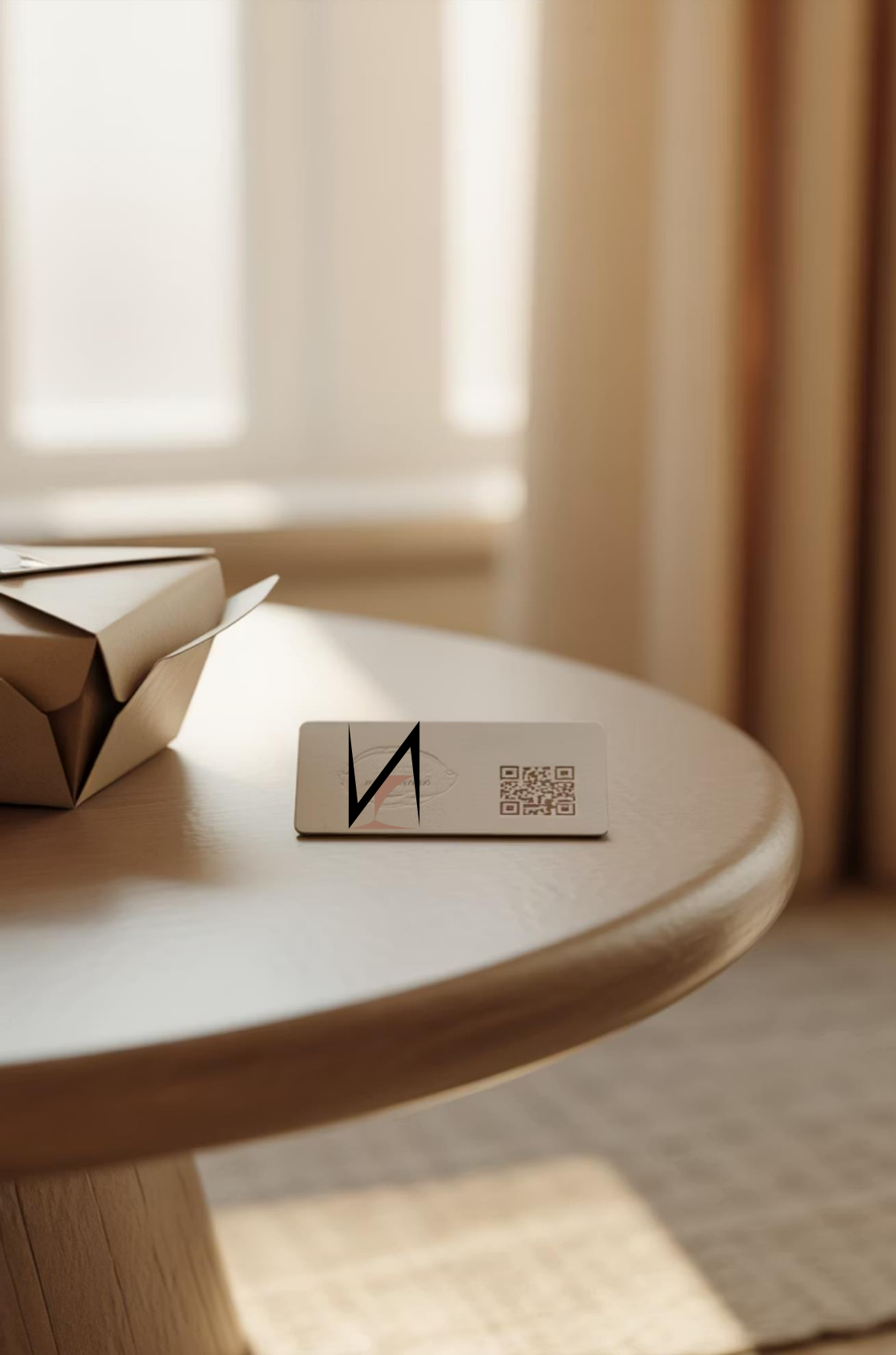
Each Uber Eats delivery becomes an authentic touchpoint with potential customers who are already in the same emotional space associated with cannabis consumption — relaxed and indulgent.

By including a small, branded note card with friendly messaging, we create a personal connection that traditional advertising can't match.

The Approach

After handing over food, the driver adds a quick, friendly line: "Hey, by the way, check this out — local brand I'm involved with."

The card includes brand logo, QR code, discount code, and age restriction notice. It's memorable, personal, and compliant.



Strategic Objectives



Brand Awareness

Increase local visibility with minimal advertising spend through grassroots, person-to-person connections.



Qualified Traffic

Drive targeted visitors to the ecommerce site through QR codes and discount incentives.



Human Connection

Build authentic relationships between the brand and community through organic interaction.



Scalable Model

Establish a replicable framework for other gig drivers, cafés, or partner businesses.



Messaging That Resonates

The key is lighthearted, non-pushy messaging consistent with cannabis marketing regulations. Here are proven concepts that spark curiosity without making direct claims:

Friendly & Playful

"Enjoy the meal! 🍔🌿 When you're ready for dessert of a different kind, check us out — Liriano21+.com"

Lifestyle & Chill

"Good food. Good vibes. Discover your next favorite treat at Liriano21+.com 🌿"

Clean & Minimalist

"Feeding the body today? Feed the soul next — Liriano21+.com"

📄 **Back of Card:** "Responsibly grown, artfully infused. Grown locally. Shared with love." | 21+ only | @Liriano21+ | QR code





Card Design & Production

Specifications

- Format: 3x5" matte note card
- Front: Message + logo + QR code
- Back: Disclaimer + handle + coupon code
- Cost: \$0.10–\$0.25 per card
- Initial run: 1,000–2,000 cards

\$250

Total Print Cost

For initial 1,000-card run at
premium quality

2-3

Design Versions

Custom variations plus final approval



Distribution Workflow



Complete Delivery

Driver completes food delivery as usual through Uber Eats platform



Personal Touch

Add friendly line: "Hey, check this out — local brand I'm involved with"



Hand Card

Provide card separately from Uber Eats packaging for personal connection



Customer Scans

Customer scans QR code or visits site later out of curiosity

This creates a memorable personal interaction without violating Uber Eats policies or feeling like an advertisement. The human element makes all the difference.





Compliance & Legal Framework

Messaging Guidelines

Avoid direct claims of effects — no references to "getting high" or medical benefits. Focus on lifestyle and brand values.

Required Disclaimers

Each card includes 21+ disclaimer and brand license number if required by state regulations.

Geographic Limits

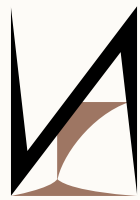
Distribution limited to deliveries within the same legal sales region to ensure compliance.

Performance Metrics & ROI

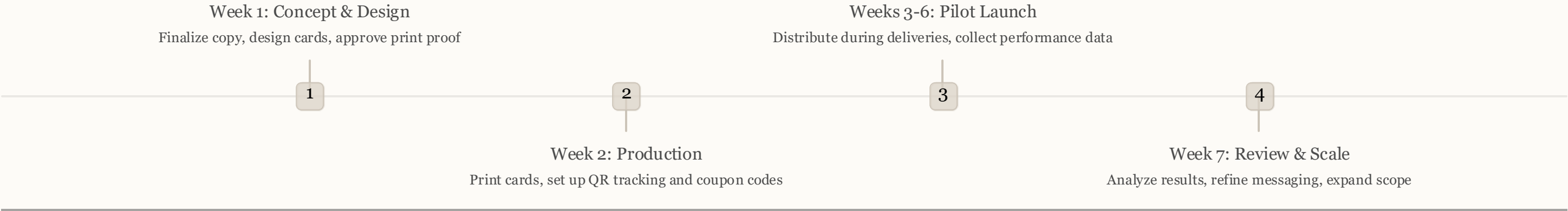
Track success through measurable KPIs to refine the strategy over time:

KPI	Tracking Method
Website Visits	Unique QR code URL for delivery cards
Discount Redemptions	Coupon code usage analytics
Conversion Rate	Orders per 100 scans
Engagement	New followers, email signups
Cost per Acquisition	Total campaign cost ÷ new customers

01	02
1,000 cards distributed	5% QR scan rate
Over one month pilot phase	Equals 50 site visits
03	04
10% conversion rate	\$300 revenue generated
Results in 5 new customers	At \$60 average order value — proof of concept success on <\$400 spend



Implementation Timeline & Budget



Design
3 creative versions, revisions, print setup



Printing
2,000 matte cards

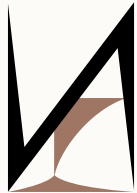


QR Setup
Tracking, analytics dashboard



Incentives
Coupons, small freebies

Total Pilot Budget: ~\$800



Scaling for Long-Term Success

Once validated through the pilot phase, this program unlocks multiple expansion opportunities that amplify reach while maintaining the authentic, personal touch:

Recruit Delivery Partners	Partner with Local Venues	Seasonal Card Drops	Affiliate Commission
Expand to additional drivers across Uber, DoorDash, and Instacart platforms	Display cards at cafés, lounges, and complementary businesses at checkout	Create limited editions for 4/20, "Munchie Monday," and other themed campaigns	Offer incentives for each order driven by referral cards to motivate partners

One Card. One Connection. One Delivery at a Time.

This strategy delivers a personal, local, and scalable marketing solution that humanizes the brand, sparks curiosity, and captures warm leads — all while staying within compliance and cost-effective parameters. By aligning brand exposure with everyday activities, the client transforms a side hustle into a powerful marketing channel.

