

# co-marketing campaign creation for retailers

springbig 



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as a springbig retail partner, you have some really exciting opportunities to **create co-marketing campaigns** that let you collaborate with your favorite cannabis brands. not only can you choose from ad campaigns the brands are already offering, you can also request that a specific brand sponsors one or multiple of your campaigns

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# selecting an available brands campaign

when utilizing **brands by springbig**, you will see a list of available brands on the right side of the screen. this will show all the sponsored advertisements from brands in your inventory that are currently available for you to add to your **dashboards**

step 1 

choose an image from the ads menu that you would like to use for your **brand sponsored campaign**

step 2



after you have chosen a **brands image** for your campaign, a preview window will populate for you to review the image before confirming you would like to add the image to your campaign

**note:** some brands will submit text suggestions to use with a campaign, which can be helpful with a specific promotion. you will see a preview of their suggestions below the image. **remember-** the choice to use their text suggestion is totally up to you

click the **select this image** button to confirm you would like to use that brand's sponsored ad


x

include this image?



disclaimer

suggested text

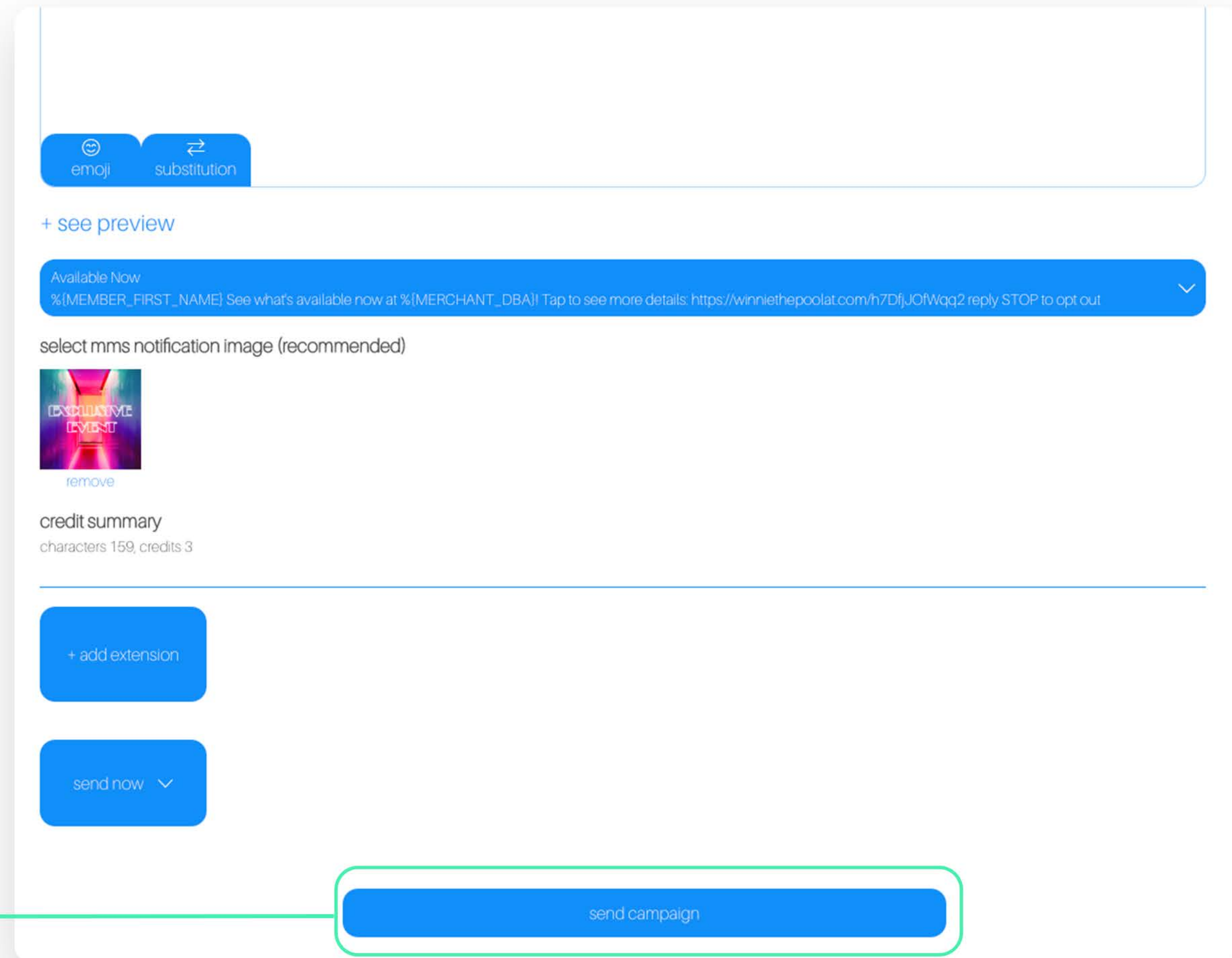
 Dr. Dude's exclusive flower drop is here! we have our limited edition strains for the holidaze!!!

include this image

step 3



once you've added the **brand sponsored image** you can complete the rest of your campaign creation, including writing your stashboard message, choosing your pre-optimized text, and selecting an mms image. when completed, click on **send now**




The screenshot shows the final steps of a campaign creation process. At the top, there are buttons for 'emoji' and 'substitution'. Below that is a '+ see preview' link. A blue bar contains the text: 'Available Now' followed by a template message: '%[MEMBER\_FIRST\_NAME] See what's available now at %[MERCHANT\_DBA]! Tap to see more details: https://winniethepoolat.com/h7DfjJOfWqq2 reply STOP to opt out'. Below this is a section for 'select mms notification image (recommended)' with a preview of an 'EXCLUSIVE EVENT' image and a 'remove' link. A 'credit summary' section shows 'characters 159, credits 3'. At the bottom, there are buttons for '+ add extension', 'send now' (with a dropdown arrow), and a large blue 'send campaign' button highlighted with a green border. A green line connects the 'send now' button in the text to the 'send campaign' button in the interface.

# submitting a co-marketing request to a brand






step 1 

find the brand that you would like to work with in the [brands marketplace](#)






brands marketplace [refer a brand](#) [need more info?](#) [sponsorship request](#)

by state 





illinois cannabis brands

-   
1906
-   
Cann
-   
Flower by Edie Parker
-   
Lowell Farms
-   
NuggMD

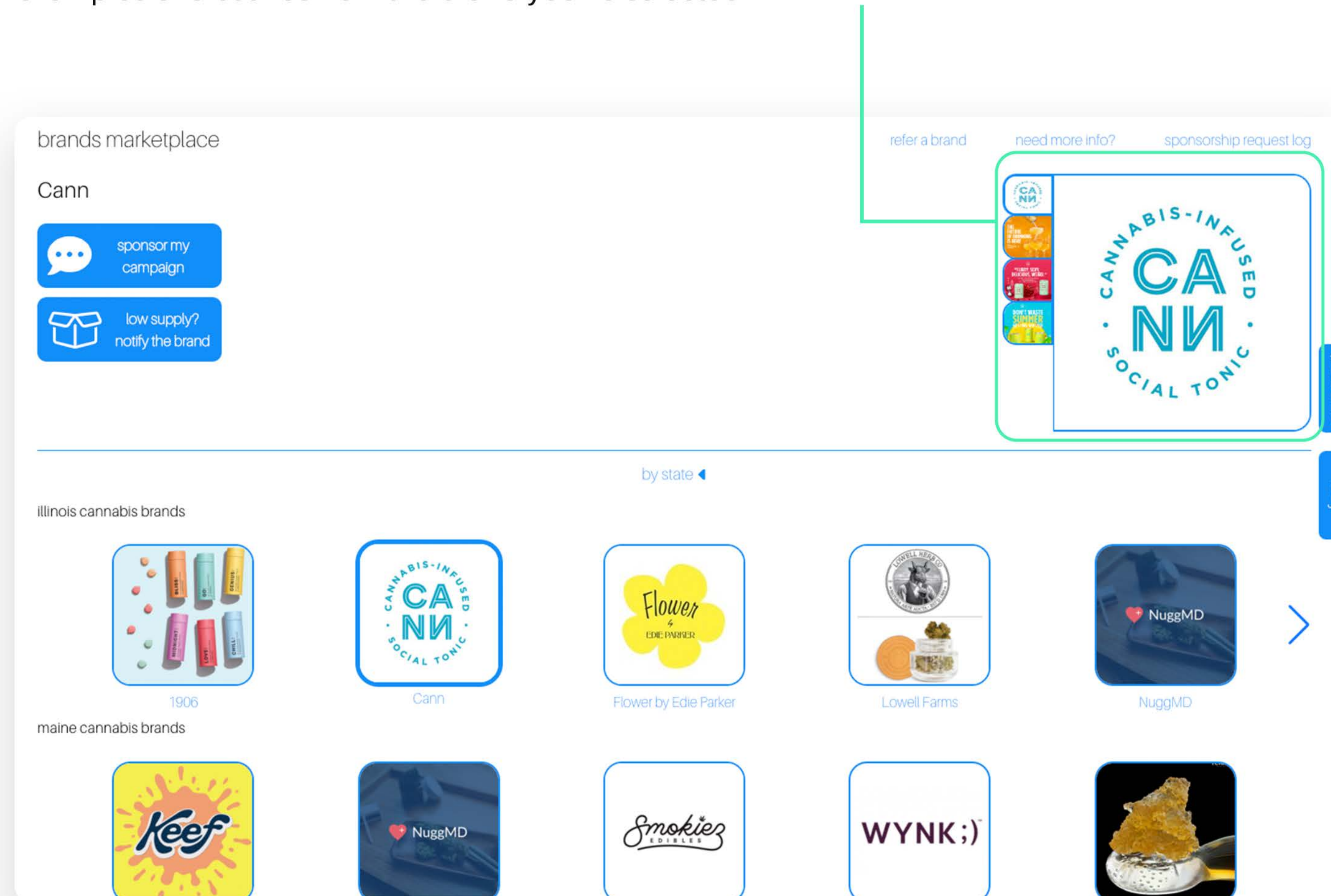
maine cannabis brands

-   
Keef
-   
NuggMD
-   
Smokiez AZ
-   
Wynk
-   
Xracted

maryland cannabis brands

-   
Evolab
-   
NuggMD
-   
Verano
-   
Verano

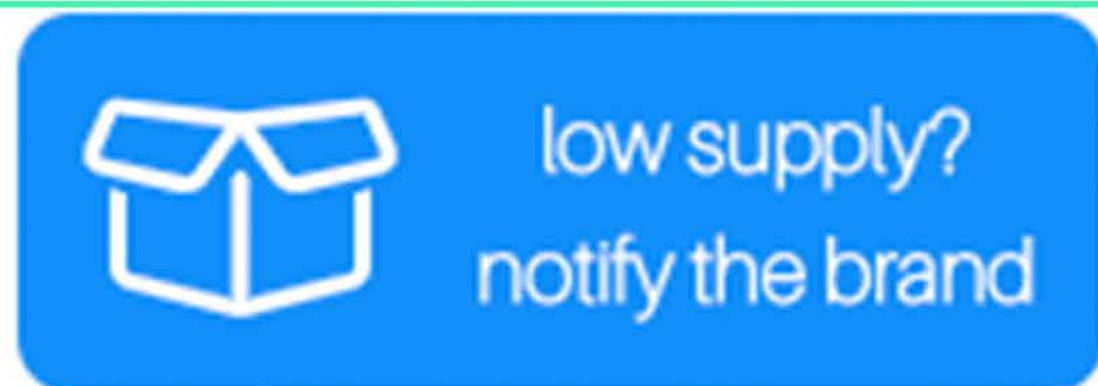
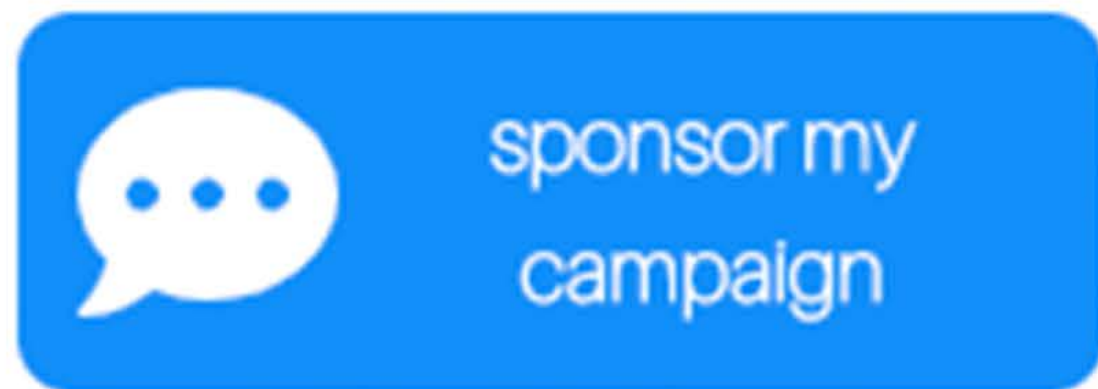
once the brand is selected, you are able to see the [brands preview section](#), where you can see examples of creatives from the brand you've selected



The screenshot displays the 'brands marketplace' interface. At the top left, it says 'brands marketplace' and 'Cann'. Below this are two blue buttons: 'sponsor my campaign' and 'low supply? notify the brand'. To the right, there are three links: 'refer a brand', 'need more info?', and 'sponsorship request log'. A green box highlights a 'brands preview section' showing a large circular logo for 'CANN' with 'CANNABIS-INFUSED' at the top and 'SOCIAL TONIC' at the bottom. To the left of the logo are three smaller images of product packaging. On the right side of the interface, there are vertical buttons for 'support' and 'faq'. Below the main content, there is a 'by state' dropdown menu. Underneath, there are two sections: 'illinois cannabis brands' and 'maine cannabis brands'. The 'illinois cannabis brands' section shows five brand logos: 1906, Cann, Flower by Edie Parker, Lowell Farms, and NuggMD. The 'maine cannabis brands' section shows five brand logos: Keef, NuggMD, Smokies Edibles, WYNK;) and an image of cannabis edibles.

brands marketplace

brands marketplace



step 2 

once you've found the brand you would like to have sponsor your campaign, click [sponsor my campaign](#)

× sponsor request form

request type:\*

existing offer  new offer  product release  vendor day  other

date range:

suggested recipient count:   
(current textable members: 10)

general notes:

**step 3** 

fill out the [sponsorship request form](#) with the following information:

- ✓ request type
- ✓ date range of the campaign
- ✓ suggested recipient count
- ✓ any additional notes

**note:** do not leave this field blank! the **more details you can provide, the faster and more likely your request is to be approved.** include details here such as the number of campaign you'd like to have them sponsor and ideas or examples for the content of the campaign

✕ sponsor request form

request type:\*

existing offer  new offer  product release  vendor day  other

date range: choose a date

suggested recipient count:   
(current textable members: 10)

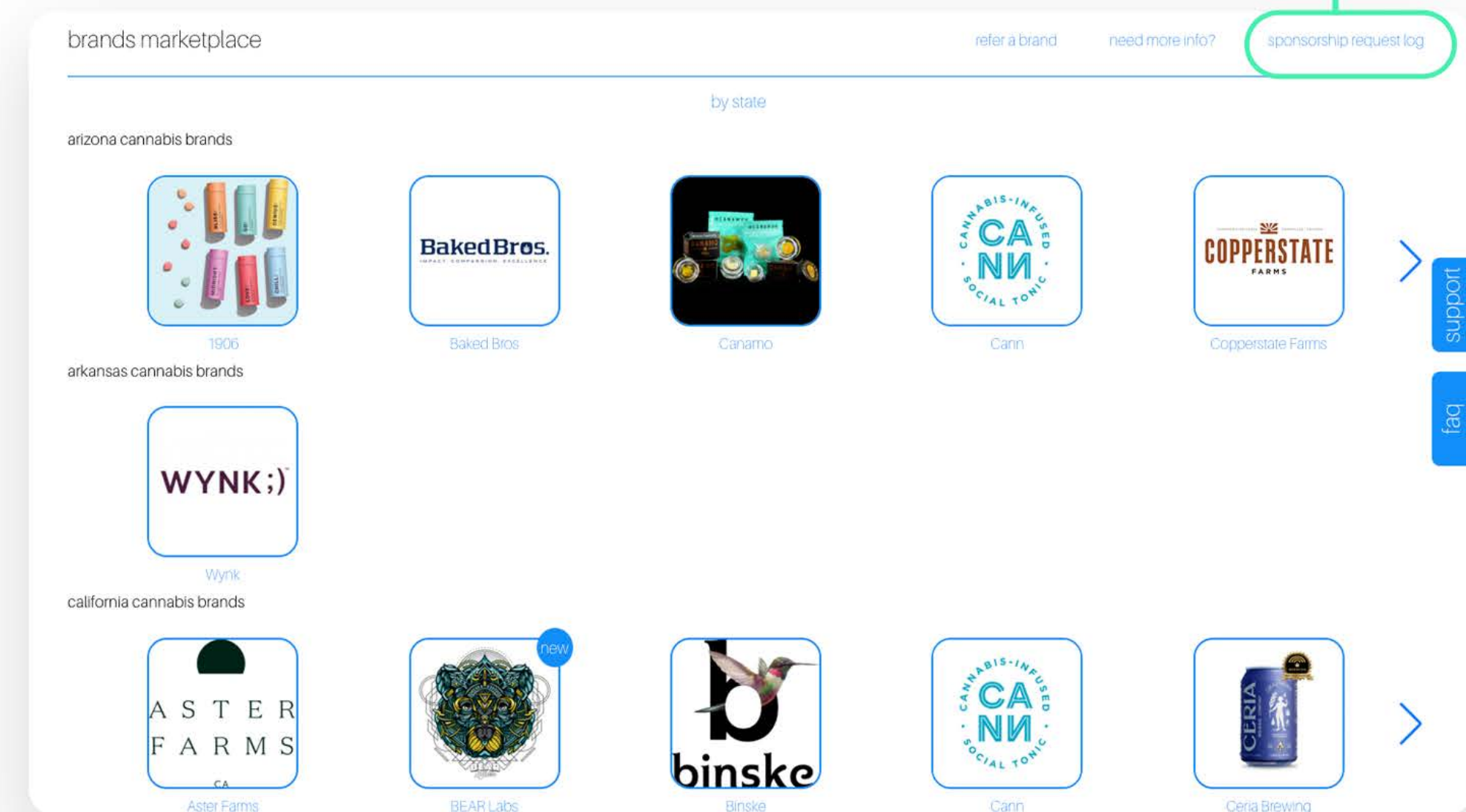
general notes:

submit

step 4 

click **submit** on the bottom of the page. once submitted, **please wait for your CSM to follow up with next steps**. the brand must accept your sponsorship request, so this could take a few days

**note:** you can keep track of requests in the **sponsorship request log** on the top right corner of the brands platform



ready to get started?

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