



# 50 Cannabis Content Ideas That Actually Sell

Transform Your Cannabis Brand with Content That Converts

by TopTHCaBrands



## Education & Authority (Ideas 1-10)

### 1. "Cannabis 101" Carousel

Swipe-through basics:  
cannabinoids, terpenes,  
consumption methods

### 2. "Myth vs. Fact Monday"

Debunk common misconceptions  
about cannabis

### 3. "Ask a Budtender"

Staff answers real customer questions with trending audio

### 4. "Terpene Tuesday"

Close-up of flower + quick explanation of terpene benefits

### 5. "Dosing Guide for Beginners"

Educational content on finding the right dose

## Education & Authority (Ideas 6-10)

01

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### "Consumption Method Comparison"

Flower vs. edibles vs. vapes vs. tinctures

02

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### "Lab Results Explained"

Break down what COAs mean in simple terms

03

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### "Strain Genetics 101"

Family trees of popular strains

04

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### "Endocannabinoid System Simplified"

Quick science lesson with graphics

05

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### "Cannabis & Wellness Wednesday"

How cannabis fits into holistic health routines



## Product Showcases (Ideas 11-20)

### 11. "New Arrival Unboxing"

First look at new products with satisfying reveals

### 12. "Product of the Week"

Close-up beauty shots with quick benefit callouts

### 13. "Staff Picks"

Team members share their personal favorites and why

### 14. "Strain of the Week"

Flower close-ups with terpene profile graphics

### 15. "Budget-Friendly Finds"

Quality products under \$30/\$50



## Product Showcases (Ideas 16-20)

### 16. "Premium Product Spotlight"

Luxury items for special occasions

### 17. "Before You Buy"

Side-by-side product comparisons

### 18. "Customer Favorites Ranking"

Top 5 best-sellers this month

### 19. "Product Demo Videos"

How to use different products properly

### 20. "Limited Edition Alert"

Create urgency with exclusive drops

## Community Building (Ideas 21-30)

### 21. "Customer Testimonial Tuesday"

Real reviews and experiences (with permission)

### 22. "Behind the Scenes"

Daily operations, product receiving, team culture

### 23. "Meet the Team"

Staff prepping for events, setting up shop

### 24. "Local Love"

Feature other local businesses you partner with

### 25. "Customer Spotlight"

Feature community members sharing their wellness journey (with consent)



## **Community Building (Ideas 26-30)**



### **26. "Photo Contest"**

User-generated content campaigns



### **27. "Community Question of the Week"**

Foster engagement and discussion



### **28. "Event Countdown"**

"3 days until [event]!" with trending countdown audio



### **29. "Loyalty Program Perks"**

Showcase rewards and member benefits



### **30. "Milestone Celebrations"**

Anniversary posts, follower milestones, thank you content



## Sales & Promotions (Ideas 31-40)



### 31. "Deal Drop Alert"

Weekly special announcement



### 32. "Flash Sale Countdown"

Create urgency with limited-time offers



### 33. "Bundle & Save"

Curated product packages at special pricing

### 34. "First-Time Customer Guide"

Welcome content with new customer deals

### 35. "Loyalty Rewards Reminder"

"You're X points away from a free product!"

## **Sales & Promotions (Ideas 36-40)**



### **36. "Holiday Gift Guides"**

Seasonal shopping recommendations



### **37. "Price Match Promise"**

Highlight competitive pricing



### **38. "Bulk Buy Benefits"**

Show savings on larger quantities

### **39. "Birthday Month Specials"**

Personalized celebration offers

### **40. "Refer a Friend Program"**

Incentivize word-of-mouth marketing



## Interactive & Trending (Ideas 41-50)



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### 41. "This or That"

Poll between two products - indica vs. sativa, flower vs. edibles



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### 42. "Guess the Strain"

Close-up of flower, followers guess in comments



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### 43. "Rate My Setup"

Customer submission of their home wellness routine



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### 44. "Cannabis Trivia"

Quiz format with educational facts



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### 45. "React If You..."

"React if you need relaxation products tonight"

## Interactive & Trending (Ideas 46-50)

### 46. "Fill in the Blank"

"My go-to product for relaxation is \_\_\_"

### 47. "Wait For It..." Product Reveals

Unboxing new products with trending audio

### 48. "Day in the Life"

Follow a budtender through their shift

### 49. "POV: You Just Discovered..."

"POV: You found the perfect strain for sleep"

### 50. "Duet This Challenge"

Encourage customers to create content with yours





# Weekly Content Calendar

## Monday: Education Monday

Cannabis science, dosing guides, wellness tips

## Tuesday: Product Tuesday

New arrivals, strain spotlights, staff picks

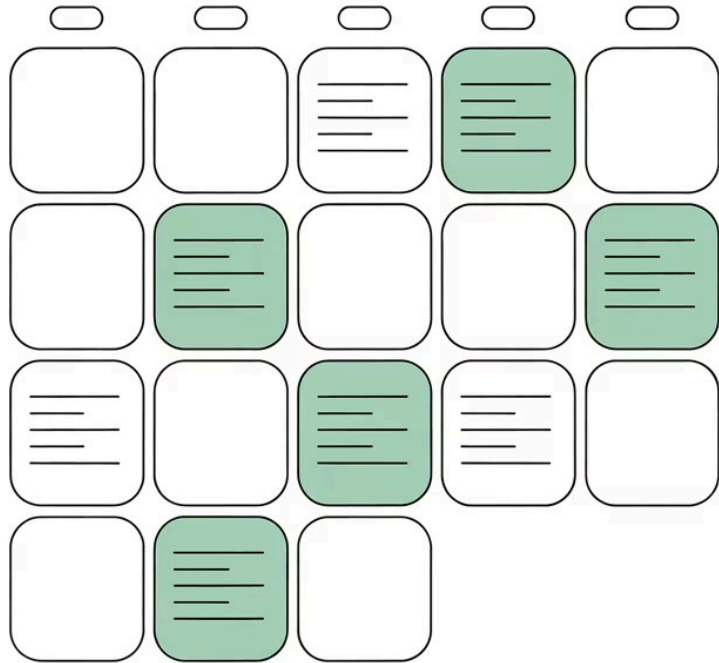
## Wednesday: Community Wednesday

Customer spotlights, local partnerships, behind-the-scenes

## Thursday: Trending Thursday

Company milestones, trending audio product reveals

## Weekly Planner



July  
17

## Weekly Calendar (Continued)

### Friday: Feature Friday

Weekend product recommendations, event announcements

### Saturday: Social Saturday

Interactive polls, Q&As, live updates

### Sunday: Wellness Sunday

Self-care content, relaxation products, week ahead preview

## **Content Creation Tips**

### **Visual Style:**

- Consistent color palette matching your brand
- Natural lighting for product photography
- Close-up shots with shallow depth of field
- Lifestyle shots, not just products

### **Engagement Tactics:**

- Ask questions in captions to drive comments
- Use location tags consistently
- Respond to comments within 2 hours
- Cross-promote across platforms



## Compliance Reminders

### Always Include:

- "21+" when showing cannabis products
- Educational framing for cannabis content
- Legal compliance and testing highlights
- Focus on wellness benefits

### Never:

- Make medical claims
- Show consumption in content
- Target or appeal to minors



# Content Batching Pro Tips

**Batch create 5-7 pieces of content at once:**



**Shoot during one dedicated content session**



**Use templates for recurring content types**



**Schedule throughout the week**

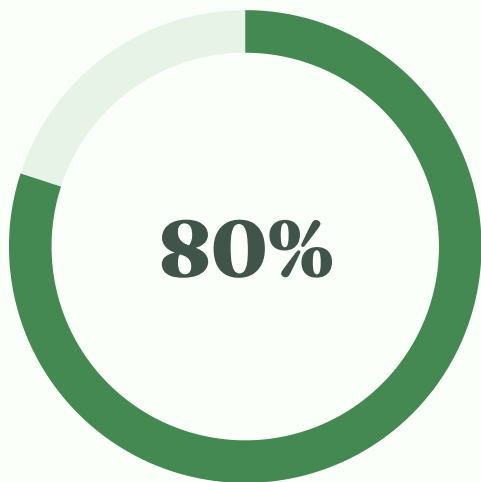


**Keep a swipe file of trending audio**

## Track these metrics:

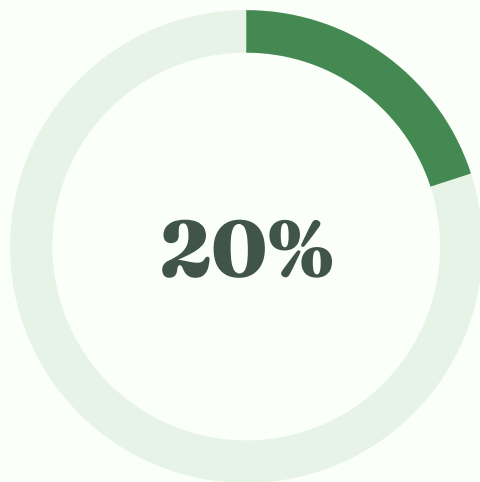
- Story completion rates
- Profile visits from content
- DM responses
- Content that drives in-store visits

## **The 80/20 Rule**




### **Value Content**

Education, community building, entertainment



### **Promotional Content**

Sales, deals, direct CTAs

 **Pro Tip:** People buy from brands they trust. Build that trust first with valuable content, then your promotional posts will perform better.

# Ready to Create Content That Converts?

1

**Start with 5-7 ideas that feel most aligned with your brand.**

2

**Batch create them in one session.**

3

**Post consistently.**

4

**Watch your engagement (and sales) grow.**





# Ready to Elevate Your Content?

Transform your cannabis brand with expert content strategy and execution. From captivating visuals to a comprehensive monthly plan, we're here to help.

Book a free consultation to discuss how our team can shoot and edit your content, provide ongoing ideas, and refine your overall content strategy.

[Claim Your Free Session](#)