



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

"Consumption Method Comparison"

Flower vs. edibles vs. vapes vs. tinctures

02

"Lab Results Explained"

Break down what COAs mean in simple terms

03

"Strain Genetics 101"

Family trees of popular strains

04

"Endocannabinoid System Simplified"

Quick science lesson with graphics

05

"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)



41. "This or That"

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



42. "Guess the Strain"

Close-up of flower, followers guess in comments



43. "Rate My Setup"

Customer submission of their home wellness routine



44. "Cannabis Trivia"

Quiz format with educational facts



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



July
17

Weekly Content Calendar

Monday: Education Monday

Cannabis science, dosing guides, wellness tips

Wednesday: Community Wednesday

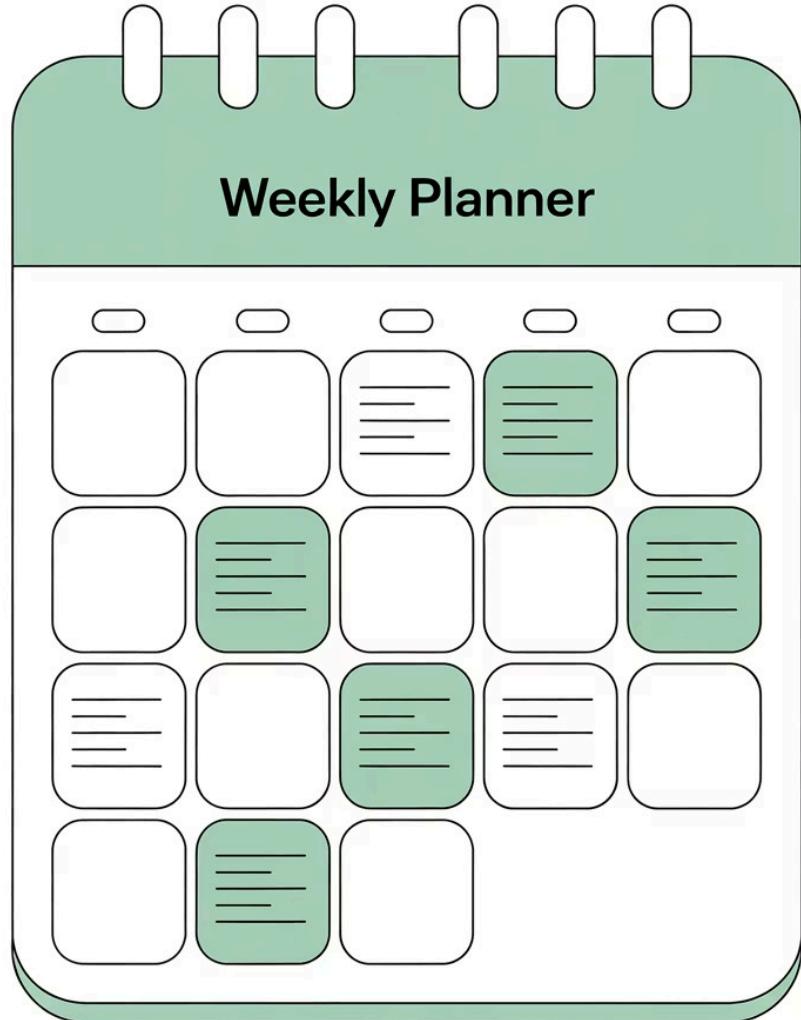
Customer spotlights, local partnerships, behind-the-scenes

Tuesday: Product Tuesday

New arrivals, strain spotlights, staff picks

Thursday: Trending Thursday

Company milestones, trending audio product reveals



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



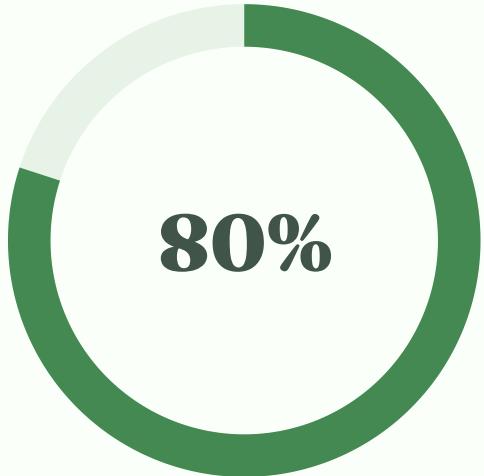
Keep a swipe file of trending audio

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](#)