



Building a Global Audience Through Strategic Media & Public Relations

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BENZINGA



GreenState



Organization's Background

Grove Bags is a leading provider of cannabis packaging specifically tailored for the unique physiology of the plant to create the perfect climate for cannabis preservation.

Objective

Due to time constraints and a lack of internal public relations support, the Grove Bags team needed an outsourced PR professional to secure earned media coverage at a consistent clip and fair rate.

The Challenge



Prior to working with Green Lane Communication, the Grove Bags team vetted mainstream PR firms, which they found often only prioritize high-paying clients and lack cannabis industry expertise. For a small-to-medium-sized business, Grove Bags needed an outsourced PR firm with a reasonable price, a steady flow of high-quality media placements, and overall great value.

Through a recommendation from a colleague, Lance Lambert, Grove Bags' CMO, found Green Lane Communication.

"Green Lane brought the perseverance and dedication we needed to stay on top of PR opportunities and, better yet, understood the unique challenges of the cannabis sector," said Lambert. "The price was reasonable, especially compared to other firms that charge exorbitant fees with little return. Green Lane provided great value and truly delivered on our needs."

12 Month Stats



3.1b

total monthly unique website visitors



20.9m

total online coverage views



94.1k

coverage views on social



60+

media placements

The Green Lane Communication Solution



Through strategic media and public relations initiatives, Green Lane Communication helped Grove Bags reach new audiences, establishing the brand as an authoritative figure in the cannabis space. By securing three to four engagements per month at minimum, Green Lane consistently delivered, through press releases, product reviews, podcast interviews, or bylines.

During Grove Bags' launch of SafeVac® and Exlce products, PR efforts generated by Green Lane garnered interest from distributors in the UK and South America, surpassing the Grove Bags team's expectations.

"My approach is always focused on BAR—Brand, Audience, Revenue. By building a strong brand, you attract an audience, which leads to revenue. Green Lane Communication helped us grow our brand, expand our audience, and ultimately increase revenue," continued Lambert.



Lance Lambert, CMO, Grove Bags

"Mike's [Green Lane Communication's founder] personable, genuine approach made him a pleasure to work with, and his transparency and dedication stood out. Based on the value of earned media and speaking opportunities, the return on investment with Green Lane was well worth it. Working with Mike felt like a true partnership."