



# Attracting Investors Through PR: The Green Lane Strategy That Elevated Sorting Robotics

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## Organization's Background

Sorting Robotics is the premier industrial automation technology company for the cannabis industry. Specializing in robotics, computer vision, and AI technologies, Sorting Robotics helps break through the toughest bottlenecks of cannabis brands and processors face by utilizing a combination of real-time production data analytics with modern IoT hardware.

## Objective

As Sorting Robotics entered the cannabis market and began selling products, the team quickly realized a retained public relations firm would become an essential tool, especially when it came to fundraising. To build credibility with investors, the Sorting Robotics team needed a PR partner to help them secure impactful press coverage in industry and mainstream publications.

## The Challenge



Shortly after Andrew Wells, Chief of Staff, joined the Sorting Robotics team, he started considering PR firms. When searching for a PR firm, Andrew and his team were looking for a group that could actually deliver on their promises. For them, it was all about results.

What they wanted to avoid was becoming a smaller client in a large agency. "It's better to be a bigger fish in a smaller pond than a small fish in a large pond," said Andrew.

Ultimately, they chose to work with Green Lane Communication as they felt we demonstrated a strong ability to listen to their needs and execute effectively. "We felt confident in his direct approach, as opposed to larger firms where we might have been assigned a junior account manager who lacked meaningful media relationships," continued Andrew. "We had established a strong, direct relationship with Mike, Green Lane's founder, which was instrumental in maintaining that partnership with Green Lane Communication as a whole."



**2.7m**

Total Online Coverage Views



**1.1b**

Total Monthly Unique Website Visitors to All Publishing Websites



**163.1k**

Coverage Views on Social



Andrew Wells, Chief of Staff, Sorting Robotics

*"Green Lane Communication represents what PR should be in the cannabis industry. It shouldn't require extensive due diligence on the firm—results should speak for themselves, and with Green Lane, they do."*



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## The Green Lane Communication Solution ✓

Since working with Green Lane, Sorting Robotics has been very effective at penetrating key markets and reaching the customer segments they aimed for. Our tailored, focused PR strategy has played a significant role in increasing awareness—not just of the products, but of Sorting Robotics as a whole within the global cannabis industry.

“When people in the cannabis space hear the name Sorting Robotics, they’ve heard of us in one way or another,” said Andrew. “This is especially important since we don’t rely on paid advertising, aside from select independent cannabis publications. Our brand awareness has been built almost entirely through the organic PR generated by Green Lane.”

Our strategic PR efforts have amplified Sorting Robotics’ message, allowing their automated cannabis manufacturing machines to demonstrate their quality and the ROI they deliver to customers. “Without this exposure, we wouldn’t have achieved the level of market penetration we have today.”

The earned media coverage significantly bolsters Sorting Robotics’ credibility and aids in their ability to win over external stakeholders and investors. It demonstrates that the automation technology company is not only selling but also at the forefront of innovation in the industry. “Being featured in well-known publications like *Rolling Stone*, *Forbes*, and *Benzinga* helps us achieve both financial and sales goals by making it easier to establish trust and credibility,” said Andrew. “Green Lane ensures we’re consistently featured in publications each month, which keeps us in front of our audience regularly.”

Direct communication was also noted as one of Andrew’s top reasons for choosing to work with us. “We don’t have to deal with layers of junior staff or lengthy approval processes. If we come up with a new idea, we can get on a call with Mike, discuss it, and make decisions in real time. If it’s a crazy idea, he’ll tell us—and we appreciate that,” he said. “At this point, it feels more like a partnership or collaboration than just a client-vendor relationship.”

“**I’ve had conversations with people who reached out to us without knowing exactly how they found us, but they were clearly impressed by what they saw—PR has been a major factor in that. Many of these inquiries come from investors or potential M&A partners who now see us as an attractive business opportunity.**”

Get Your Cannabis Brand Noticed