



Maximizing Media Impact: How MBO Ventures Became a Trusted Name in Cannabis ESOPs

Featured in:

A CRAIN FAMILY BRAND

Organization's Background

MBO Ventures is the cannabis industry's only investment bank dedicated to Employee Stock Ownership Plans (ESOPs) which make the negative tax implications of 280E irrelevant.

Objective

To increase the MBO Ventures' visibility by securing placements on podcasts, websites, and other media outlets. Darren sought a PR partner with established industry connections and expertise to handle the time-intensive task of pitching, allowing him and his team to focus on running their business.

Results Generated



1.4m
total online coverage views



38.9k
coverage views on social



40+
media placements



Darren Gleeman
Managing Partner
MBO Ventures

"The work we've done with Green Lane has laid a strong foundation for my brand, and I'm confident it will continue to pay off in the long term as people recognize my name and associate it with expertise."

The Challenge



Before working with Green Lane, Darren tried reaching out to journalists via email on his own, attempting to get involved in podcasts and similar opportunities. However, as a managing partner of an investment bank, he didn't have time to dedicate to proper media outreach.

"I wanted someone with a network larger than mine—someone who could get me on podcasts, in publications, and beyond," said Darren. "It's about having the right connections and the know-how to pitch effectively."

Darren did compare a few PR firms prior to choosing GLC. "My concern with a bigger company was that I'd likely be assigned a junior associate to manage my account. That didn't make sense to me—why go with a larger company and pay more for less experience? With Green Lane, I knew I'd have the top expert working directly on my account."

The Green Lane Communication Solution



Since working with Green Lane, MBO Ventures and Darren have been featured in over 40 podcasts and media placements, which exceeded the client's expectations. "I wasn't even aware it had reached that many until I saw the results report, and achieving that level of exposure was my ultimate goal," said Darren.

"The earned media Green Lane has generated for me and MBO Ventures has definitely enhanced my brand. It's built credibility, trust, and awareness within the industry," continued Darren. "The consistent visibility helps establish me as a thought leader in the cannabis space. PR is difficult to assign a direct monetary value to, but for someone aiming to become a recognized expert, being consistently present in the right spaces is invaluable."

Darren also went on to say he's been particularly impressed by the professionalism of our monthly media coverage reports. "They're detailed and give a clear picture of the media impact. Coming from a direct marketing background, I'm used to measurable ROI, but PR doesn't work in exactly the same way. That said, I initially committed to three months of PR services and ended up extending because I saw the value in continuous engagement"

He also noted the qualitative value of our PR and media relations services. "When someone is introduced to me—say through an attorney—and they mention they've seen my name or heard of me, that recognition reinforces trust. PR undeniably builds on your brand, even if quantifying the ROI isn't straightforward."