



THE EVOLUTION OF MEDICAL MARIJUANA IN THE CALCASIEU PARISH



(337) 420-8420



1727 Imperial Boulevard
Lake Charles, LA 70605



<https://medicispharmacy.com/>

INTRODUCTION

This case study delves into the partnership between **Medicis Pharmacy** and **Bayou Technologies**, two local companies in Lake Charles, Louisiana. Over the course of several years, this collaboration was established with the goal of devising streamlined marketing tactics for Medicis Pharmacy. The cultivation of this partnership marked a historical turning point that reshaped the medical marijuana landscape within Lake Charles and Calcasieu Parish. Discover the impact of marketing and its pivotal role in enhancing brand awareness and presence, as exemplified by Medicis Pharmacy.

BACKGROUND ON COMPANIES

Bayou Technologies is a multifaceted company combining expertise in **marketing and advertising**, along with **IT, cybersecurity, and communications** to deliver comprehensive business solutions. With its team of skilled professionals, Bayou Technologies leverages in-depth knowledge of the marketing landscape to help clients build strong brand awareness across diverse platforms. Their services encompass a wide range of strategies, including social media management, content creation, email marketing, paid advertising campaigns, website development, and search engine optimization. By combining in-house team creative development with solutions provided by trusted advertising partners, Bayou Technologies ensures that its clients receive tailored solutions that align with their specific goals and target audience.



MARKETING AND ADVERTISING



TECHNOLOGY



CYBERSECURITY



COMMUNICATIONS



337-214-1172



430 Alamo St., Ste 100
Lake Charles, LA

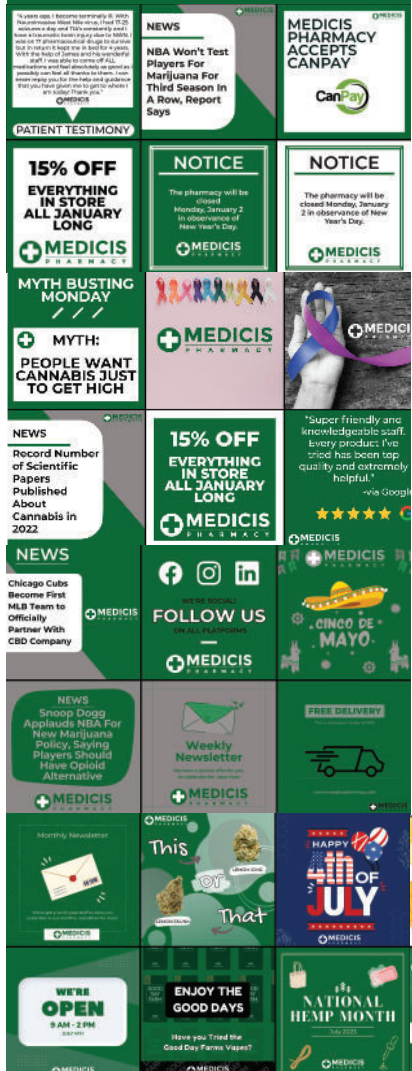
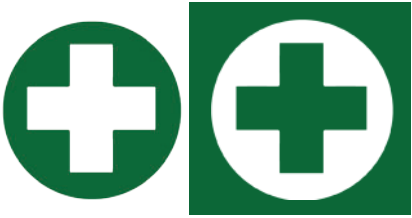


<https://bayou.tech/>





Medicis Pharmacy, located in Lake Charles, Louisiana, was the first board certified medical dispensary in Calcasieu Parish. Their mission revolves around creating a secure space for patients in pursuit of medical marijuana treatment. Offering an extensive array of top-tier cannabis products and individualized attention, the pharmacy is steadfast in enhancing the overall health and happiness of its patients. With years of experience, the knowledgeable staff is dedicated to educating patients about the benefits of medical marijuana and guiding them in making informed decisions regarding their treatment plans.



PARTNERSHIP DEVELOPMENT

In 2017, at the beginning of the collaboration, Medicis Pharmacy embarked on the path to becoming **one of the first major medical marijuana players in Louisiana**. During that time a total of nine pharmacies were actively pursuing board certification, yet the path to obtaining this was fraught with numerous formidable obstacles and challenges. At that pivotal point, Medicis turned to Bayou Technologies to aid with the application process in securing certification from the Louisiana Board of Pharmacy. To help achieve this, Bayou Technologies first helped curate Medicis Pharmacy's brand identity and character. This initiative included logos, brand presence, location awareness, and much more. In time, Medicis Pharmacy achieved its awaited goal of becoming a board-certified pharmacy in Louisiana.

The **extended 7-year-long** partnership encompassed many marketing initiatives to elevate the objective of increasing Medicis Pharmacy's brand presence to bolster awareness in the local area. Bayou Technologies meticulously designed a diverse array of strategic frameworks geared towards helping Medicis Pharmacy achieve its goals and, ideally, surpass expectations.

EFFECTIVE MARKETING

Medicis Pharmacy, being the first medical marijuana dispensary in Calcasieu Parish, required a thoughtful approach to its introduction, given that this kind of enterprise was uncharted territory. Historically, the use of cannabis for medical purposes had not been widely known or legally sanctioned in the area. Therefore, marketing a medical dispensary for cannabis products took a thorough understanding of the advertising regulations and restrictions for the state of Louisiana, local sentiment, careful planning, and a commitment to challenging the stigmas surrounding the medical marijuana industry.

EFFECTIVE MARKETING (CONT.)

With goals and strategies in mind, Bayou Technologies moved forward with implementing their marketing tactics for Medicis Pharmacy. Through a long 7-year partnership, Bayou provided advertising such as **logo and brand development, video content, social media management, website development, SEO, print collateral, business cards, broadcast commercials, online advertisements, email marketing, billboards, and much more.** Medicis Pharmacy's most significant projects included the creation and placement of billboards advertising marijuana along Interstate 10, a commercial that aired on cable television, and cannabis-related advertisements in the Lake Charles airport, all aimed at conveying their crucial role in serving their patients.

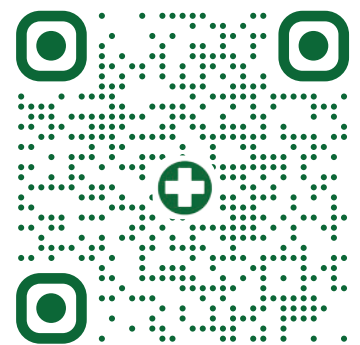
The **billboard advertisements** changed over the years. In the initial stages, the **billboards maintained** simplicity, highlighting Medicis Pharmacy's logo and its core mission. However, as time progressed, these billboards evolved to display a wide array of cannabis products with creativity and a vibrant palette of colors.

WE DELIVER **MEDICIS PHARMACY** SWLA's only Medical Marijuana Pharmacy! Get your CBD from SWLA's only Medical Marijuana pharmacy

MEDICAL CANNABIS IS AVAILABLE IN LOUISIANA medicispharmacy.com

Flower is now permitted as a form of medical cannabis in Louisiana!

DID YOU KNOW THAT MEDICAL CANNABIS IS EDIBLE? 337-420-8420 www.medicispharmacy.com



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MEDICIS PHARMACY Metered Dose Inhaler!
IS A DEVICE THAT DELIVERS A SPECIFIC AMOUNT OF MEDICINE IN THE FORM OF A SHORT BURST OF AIR.

About MDI's
THE AEROSOL FROM A METERED DOSE INHALER IS COARSER THAN TRADITIONAL METHODS, YIELDING

The **television commercial** served a multitude of purposes. Leveraging advanced audio recording, crisp visuals, and comprehensive information, this commercial played an effective role in educating the public about the myriad benefits associated with marijuana. Additionally, this was the first television commercial approved for broadcast in the state of Louisiana.



EFFECTIVE MARKETING (CONT.)



The varied marijuana-related advertisements played a huge role for Medicis Pharmacy. Monthly, Medicis was featured in two renowned **local magazines, Lagnappe and Thrive Magazine**. These magazine ads, expertly crafted by Bayou Tech, provided comprehensive information about the health benefits, valuable tips, and the array of services offered by Medicis Pharmacy.

Each of the marketing strategies executed by Bayou Technologies played a role in shaping and enhancing the brand presence of Medicis Pharmacy. These highlighted projects, coupled with a plethora of other collaborative efforts, proved to be valuable learning experiences for both companies.

RESULT

During the collaborative partnership between **Medicis Pharmacy and Bayou Technologies**, history was made, perspectives were transformed, and the stigma surrounding medical marijuana began to shift. This journey highlighted the crucial significance of well-executed marketing strategies in shaping these transformations.

Over the years, the landscape of laws and regulations concerning medical-grade marijuana has undergone many modifications. These changes have paved the way for a shift in marketing strategies, providing avenues for promotion where permissible, including the use of billboards and other types of advertisements.

Marketing is the lifeblood of any business, serving as the bridge that connects products or services with potential customers. Its importance cannot be overstated and is shown as a prime example throughout this case study. Therefore, a well-crafted marketing strategy is not just a choice but a necessity for businesses looking to thrive and succeed in the ever-evolving landscape of commerce. Bayou Technologies can help take your business to the next level with the marketing services we provide.



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