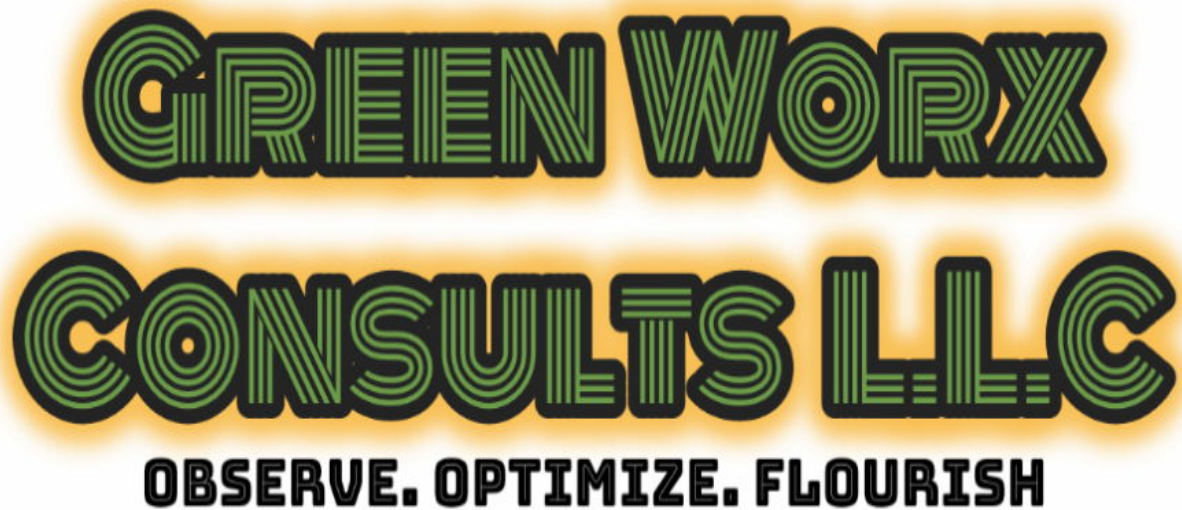




Manufacturing Consultant Partners With Digital Marketing Specialist To Bolster Cannabis Industry

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Tucson, AZ based Green Worx Consults (GWC) is extremely pleased to announce that they have joined forces with Canadian cannabis marketing firm THC Internet Marketing (THCIM) to raise the production and marketability of THC products at an international scale. Green Worx Consults considers it their mission and privilege to resolve issues regarding manufacturing, services, or business processes for companies in the cannabis industry.

Jason Hostens, CEO of Green Worx Consults, states, "Green Worx Consults is a new company, so it was critical to me to find the right partners who can help me reach companies both inside and outside the United States. Green Worx Consults is happy to partner with THC Internet Marketing because they have a lot of relevant experience in the cannabis industry, and we think they will be able to cut through some of the jargon inherent in our field and effectively communicate the benefits of our Lean Manufacturing and Six Sigma project management services to the cannabis industry."

Green Worx Consultants offers their extensive expertise in business process management and quality improvement to assist companies at every level of the cannabis industry. These services typically involve

developing new protocols for standardization in the manufacture and distribution of cannabis products, enabling the client to raise their production value while eliminating any unnecessary overhead that they would otherwise have to endure.

Notably, GWC gives significant priority to ensuring that their solutions can be employed at scale. In practice, this means that cannabis businesses that partner with the manufacturing consultant can rest assured that their future growth will not be hobbled by outdated practices (or constraints caused by inefficiency at any stage). Learn more about the company and their objectives here: <https://www.greenworxconsults.com/>.

On the other hand, THC Internet Marketing specializes in getting cannabis products in front of audiences that want to purchase them. While the firm does not engage with clients at the manufacturing or production stages, they carry a wealth of experience using the internet to bring cannabis products to the attention of interested buyers. This attention initially takes the form of Search Engine Optimization (SEO), website overhauls (as and when necessary), and so on.

However, THCIM's services are unique in the fact that they investigate each client's overall web presence in order to determine what factors contribute to their reputation across the internet. The company employs several strategies to build this profile, from dissecting their client's social media channels to evaluating the tone of feedback and support expressed in customer reviews. Crucially, they also take how these individual platforms contribute to the client's online reputation and presence as a whole. Given the current limitations placed on cannabis marketing, the firm places further emphasis on building customer relationships based on "word of mouth" referrals. A client's positive relationship with their customer base, according to the firm, can greatly contribute to the client's future sales.

Hostens elaborates that, "I think our partnership is really going to help cannabis industry operators understand how they can take their performance to the next level. My company develops standard operating procedures and quality management systems for other companies, but that is only a part of the equation. These are certainly critical pillars any business needs to ensure product or service quality, achieve industry certifications like ISO 9001, and maintain regulatory compliance."

He continues, "Companies that build quality into processes not only ensure positive patient or consumer experience, they also maintain and elevate brand reputation in the marketplace. Green Worx Consults' other services, such as Lean or 6 Sigma, act like a multiplier effect as continuous improvement or innovation strategies. Fewer defects directly translate to operational cost savings, allowing cannabis industry companies to do what they do best even better." In essence, GWC and THCIM's complementary strengths make them a powerhouse of resources for any vendor or manufacturer in the cannabis industry, though this may prove particularly beneficial for companies that are involved at every stage of the product cycle, from development through to delivery.

Representatives of the cannabis industry are invited to contact Jason Hostens of Green Worx Consults to learn more about the new partnership and the advantages that it offers each company's clientele. New clients will also be pleased to learn that GWC offers a no-cost, no-risk consultation to interested parties. Similarly, THCIM offers new clients a free web presence audit, a useful tool that will help them understand the scope of their reach on the internet. Learn more about THC Internet Marketing at their website, here: <https://thc.im>.

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Green Worx Consults

At Green Worx Consults we understand that change is not always easy. We started Green Worx because I am passionate about the cannabis industry and my background is in business process management and quality improvement.

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