



# The Compliant Instagram Growth System for Cannabis Brands

Built to Scale Across Every Brand in Your Portfolio

See how our 4-step system delivered **+3,519% Instagram growth in 90 days** for DC's largest cannabis brand (no ads, no deals, zero ban risk).

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# The Problem

**Physical dominance, digital invisibility.**

- AltSol dominated shelves across DC, but had almost no online footprint.
- No compliant system for predictable Instagram growth.
- High takedown risk meant they avoided posting entirely.
- Thousands of customers never saw the brand. Market share left on the table.

**They didn't need an agency. They needed a compliant growth engine.**

# Our Solution

## Building a compliant growth engine.

- Protected visibility: A compliance-safe content engine that prevents takedowns, flags, and shadowbans, while still growing reach.
- Unified presence: We enhanced brand guidelines, clarified voice, and created high-quality 3D renders, making every asset polished, compliant, and scalable across strains and SKUs.
- Scalable reach: Content was engineered to reach non-followers safely using Reels and educational content, compounding visibility without paid ads.

# The Peak Growth Engine

**A compliance-safe, repeatable system for organic visibility.**

## 4 repeatable steps

1. Clarify & elevate brand identity

2. Create a consistent, compliant content schedule

3. Engineer content for non-follower reach & algorithm safety

4. Activate scalable campaigns that safely drive exponential visibility

Each month's results compounded — compounding organic growth to +3,519% in 90 days (zero paid ads).

# Step 1: Clarify & elevate brand identity

## Establishing brand consistency and credibility.

- Brand Guidelines → Defined AltSol's visual system, messaging, and compliance rules for all future content. Every post matched brand identity and platform safety.
- 3D Product Models → Created photorealistic renders for packaging and campaigns, elevating presentation beyond standard photography and ensuring every SKU could be showcased compliantly.
- Retail alignment → Created consistent packaging visuals and educational assets for dispensaries so in-store presentation matched the new online branding and identity.

# Assets that Scale Across SKUs and Campaigns

Premium 3D renders and branded collateral that made content safer, faster to produce, and scalable across strains and campaigns.

## Full Brand Guidelines



Alternative Solutions Case Study

## 3D Product Renders



## Brand Collateral



# Step 2: Create a consistent, compliant content schedule

**A compliant, scalable content engine.**

- Content stream → Launched a steady flow of compliant posts for existing followers: product highlights, lifestyle imagery, strain launches, and educational content.
- Built a foundation for scalable growth → Developed a reliable online presence with predictable posting, audience trust, and a base to scale from.

# From Invisible to Scalable

How a compliance-safe visual system replaced risky photography and made content scalable across SKUs and markets.



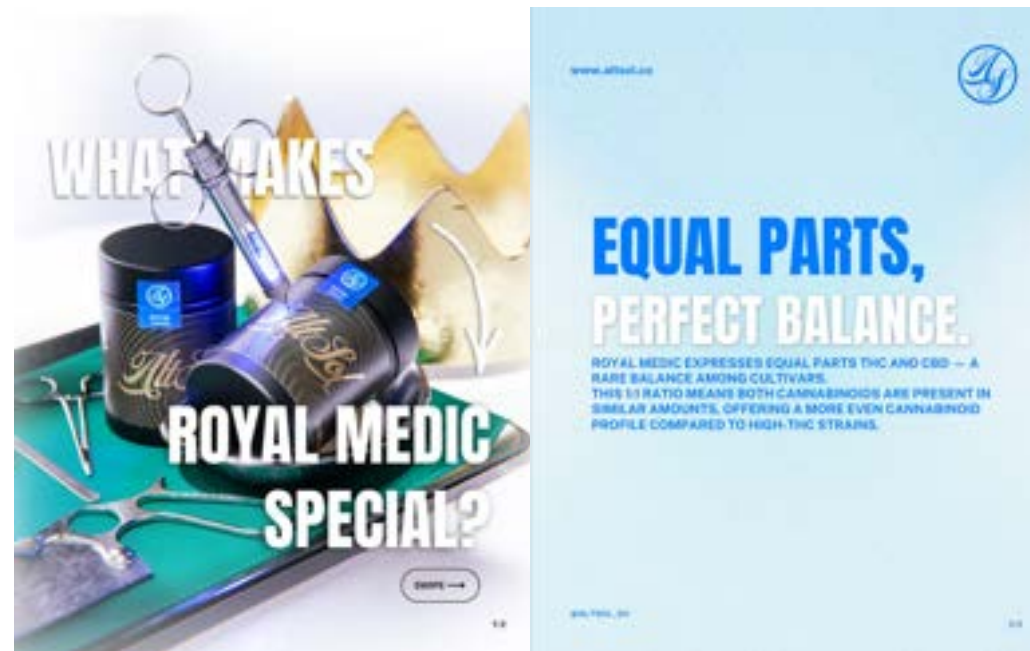
No photography needed: 3D product renders ensure compliance and consistent brand quality at scale.



# The Content System in Action

Safe content across educational, lifestyle, product, dispensary, and seasonal posts.

Educational



Lifestyle



Product Highlights



Dispensary Highlights



Seasonal Campaigns



Other



# Step 3: Engineer content for non-follower reach & algorithm safety

## From Posts to Reels

- Reels for discovery → Introduced short-form video designed for Instagram's algorithm. Built to reach new audiences beyond AltSol's follower base.
- Educational content → Produced compliant strain spotlights and cannabis facts that positioned AltSol as an authority while avoiding takedowns.
- Balanced content cycle → Combined Reels, static posts, and team-focused videos to keep the account active, compliant, and optimized for reach.

# Content That Scales Beyond Followers

Safe formats designed for reach, discovery, and compliance.

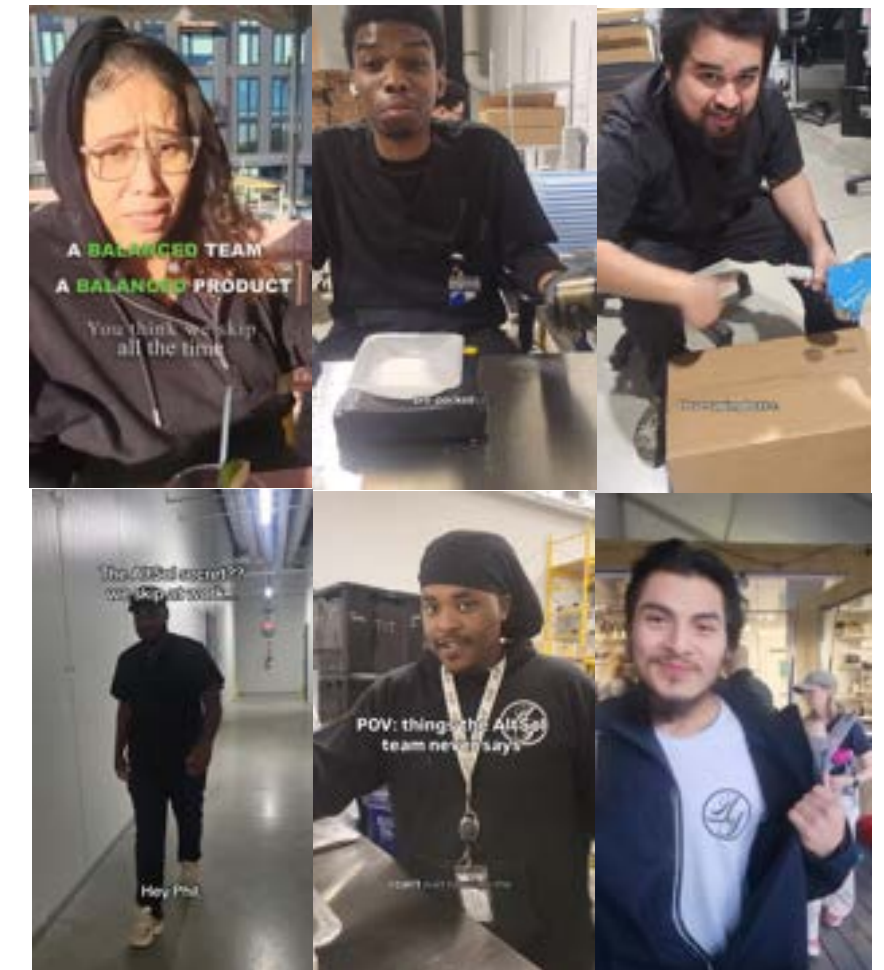
General Education Content



Brand-Specific Educational Content



Team-Based Content



# Step 4: Scalable Campaign Layer

**Turning compliant content into scalable online and in-store growth**

- Gold Card Hub → Built a dedicated landing page where customers could sign up, learn the rules, and track the campaign.
- Tracking Engine → Developed scalable entry tracking (posts, tags, comments) to manage thousands of participants compliantly.
- Physical-to-Digital Funnel → Designed in-store banners, posters, and QR codes that turned dispensary traffic into online engagement and UGC while staying compliance-safe.

**This campaign sat on top of the compliant content engine, accelerating growth without increasing account risk.**

# Campaign Assets & Infrastructure

Coordinated a compliant campaign across 30+ dispensaries, managing sign-ups, legal rules, logistics, and execution while maintaining full brand and platform safety.

Gold Card Website and Sign Up Form



Backend Tracking System



### Data & Access Security

- All sensitive credentials (OAuth tokens, API keys) are securely stored on the nbn server as secrets accessible only to the developer and relevant business partners.
- AltSol retains full control over its Instagram credentials and can revoke access at any time if security concerns arise.

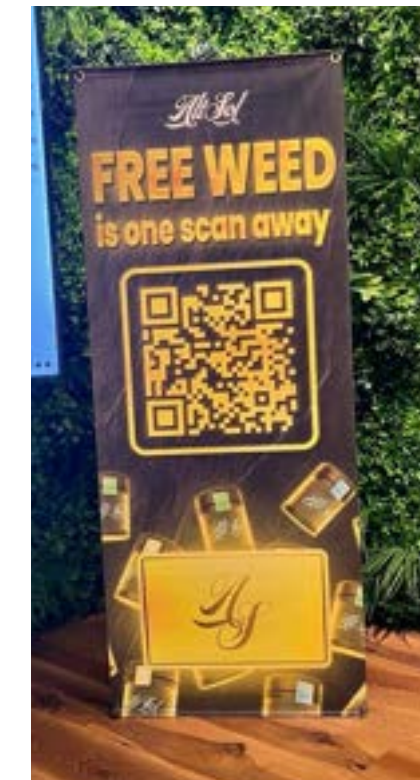
### Entry via Commenting on Reels

Participants can also earn one entry per day by commenting on the latest AltSol Strain Education Reel.

### How it works:

- Once per hour, the system queries Instagram to identify the most recent educational reel from @altsol\_dc.
- It then retrieves all comments on that reel.
- Users who commented will be granted one entry point if they have not yet earned a

In-Store Signage

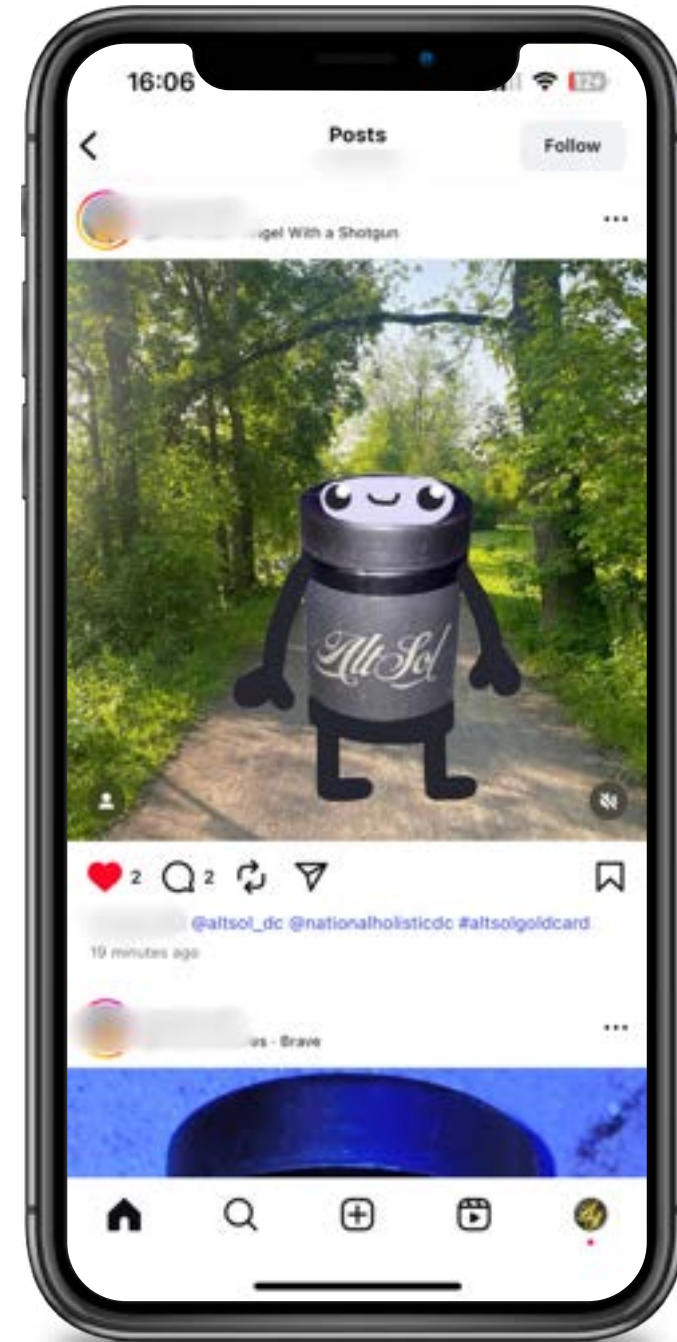


Legal Infrastructure



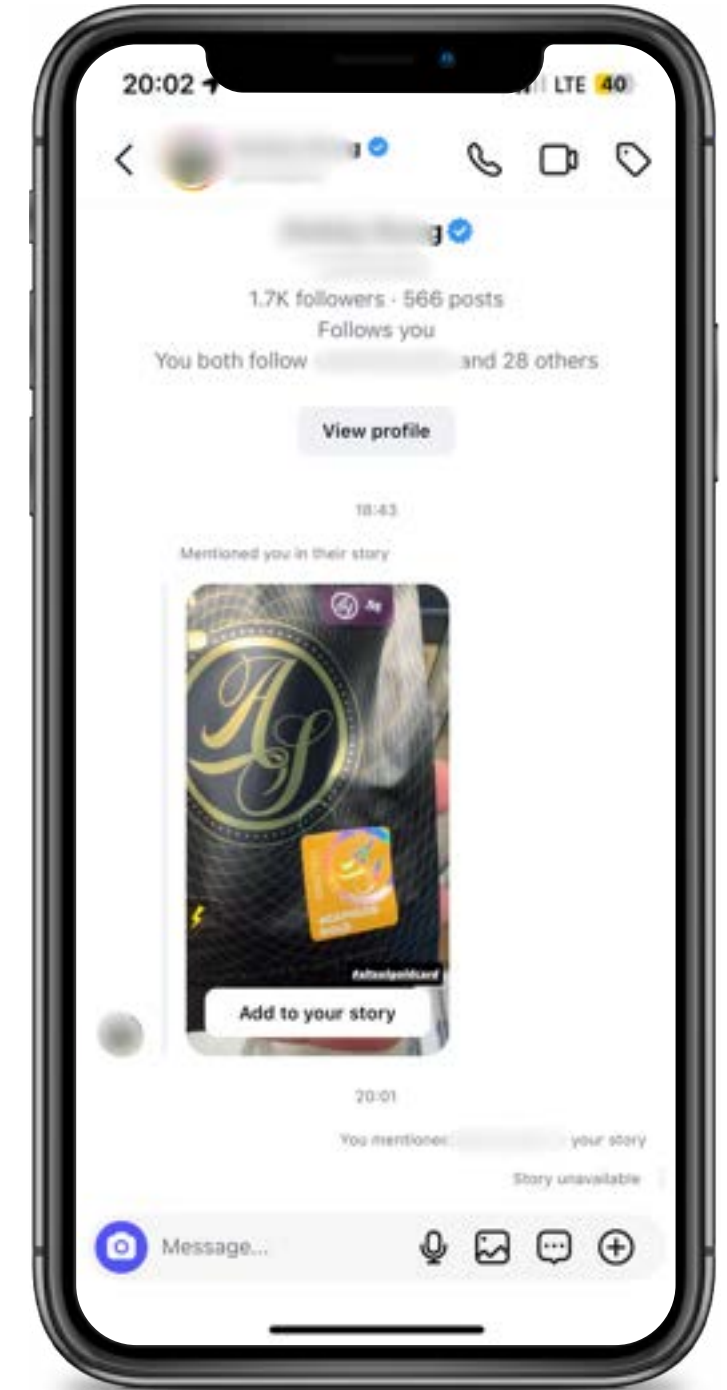
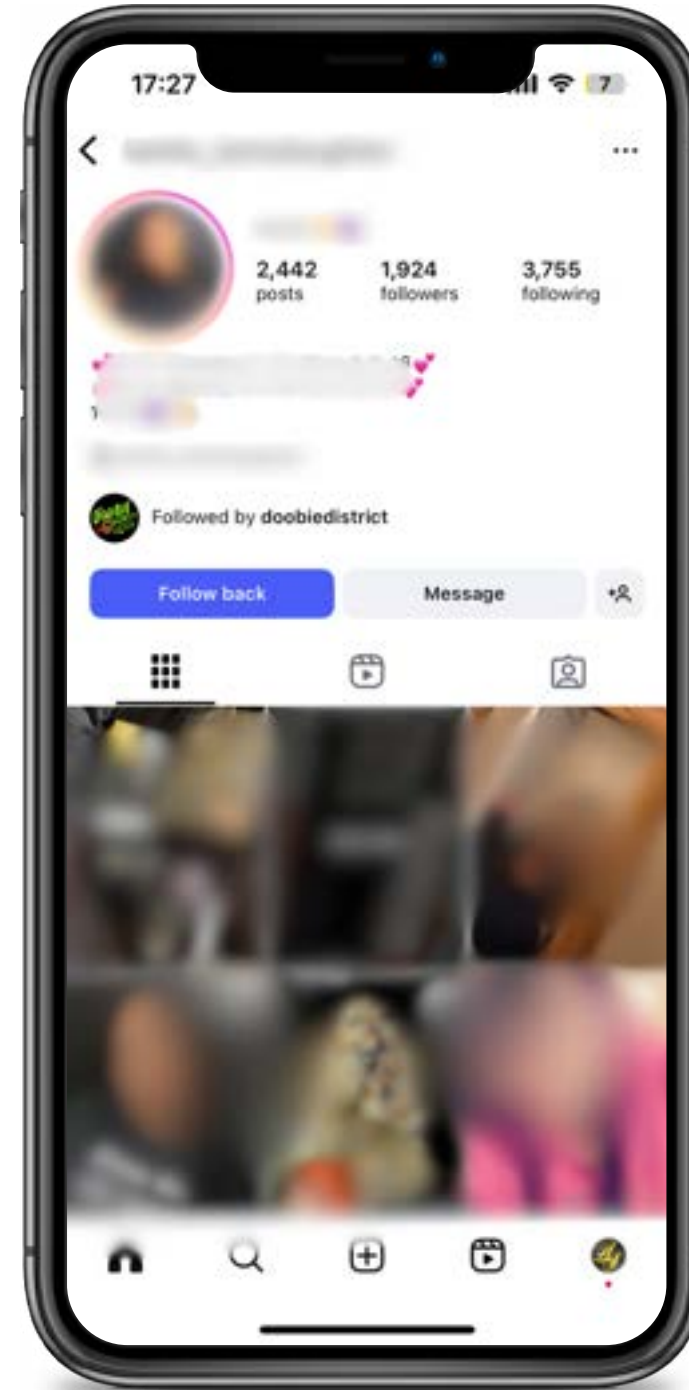
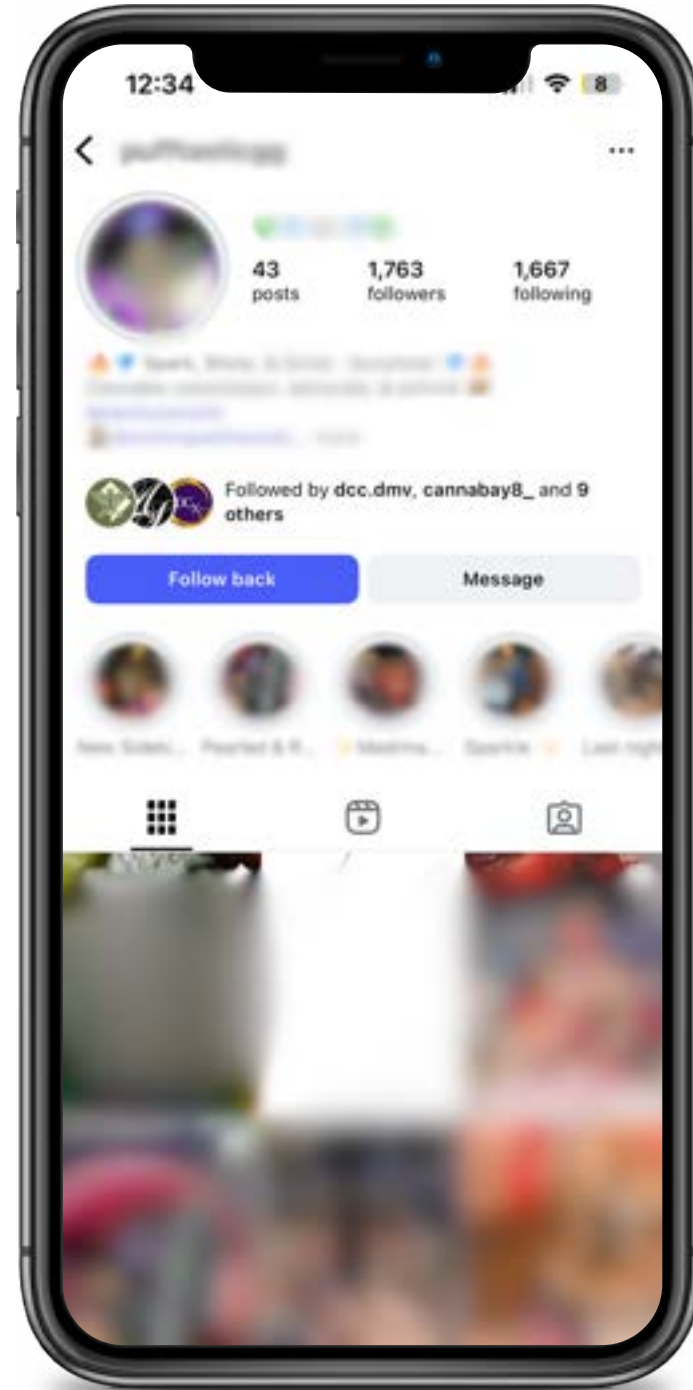
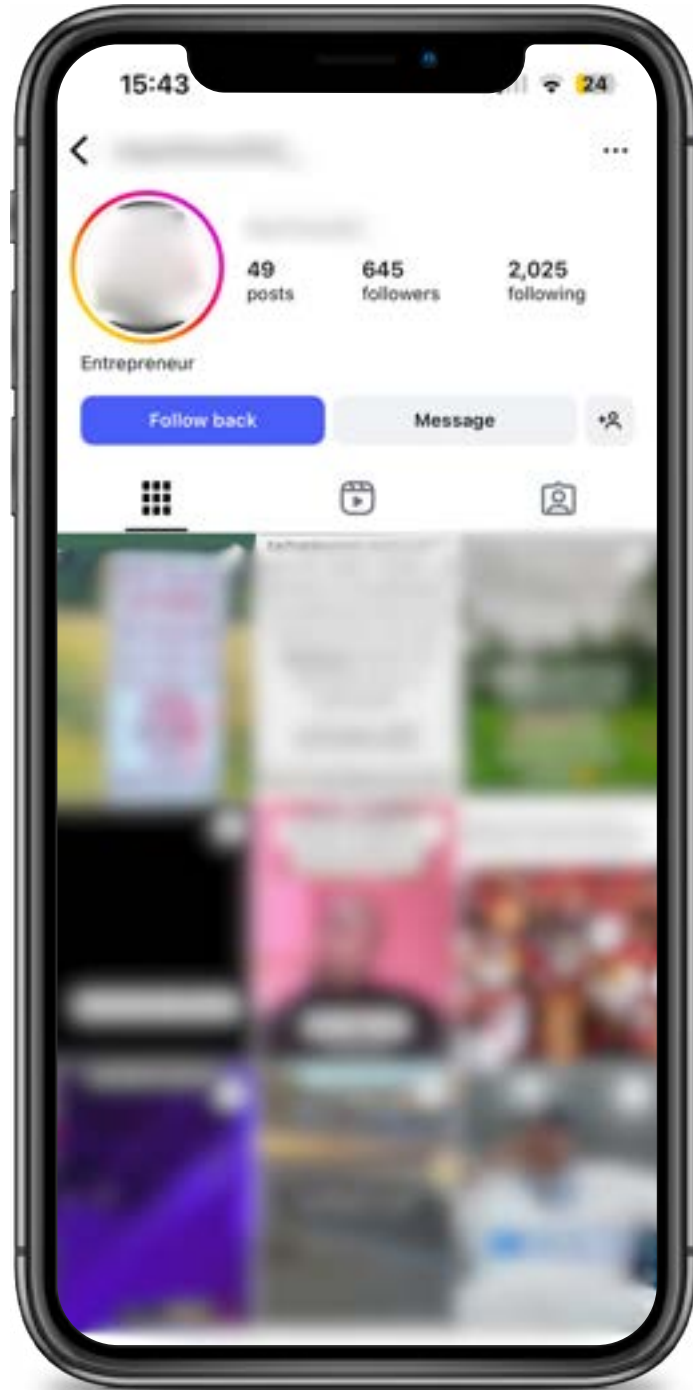
**Organic, Consumer-Created Promotion Across DC**

The campaign turned offline dispensary traffic into organic social promotion and user-generated content.



AltSol Gold Card UGC Examples

**Organic patient profiles — no paid creators**



Real patient profiles voluntarily promoting AltSol



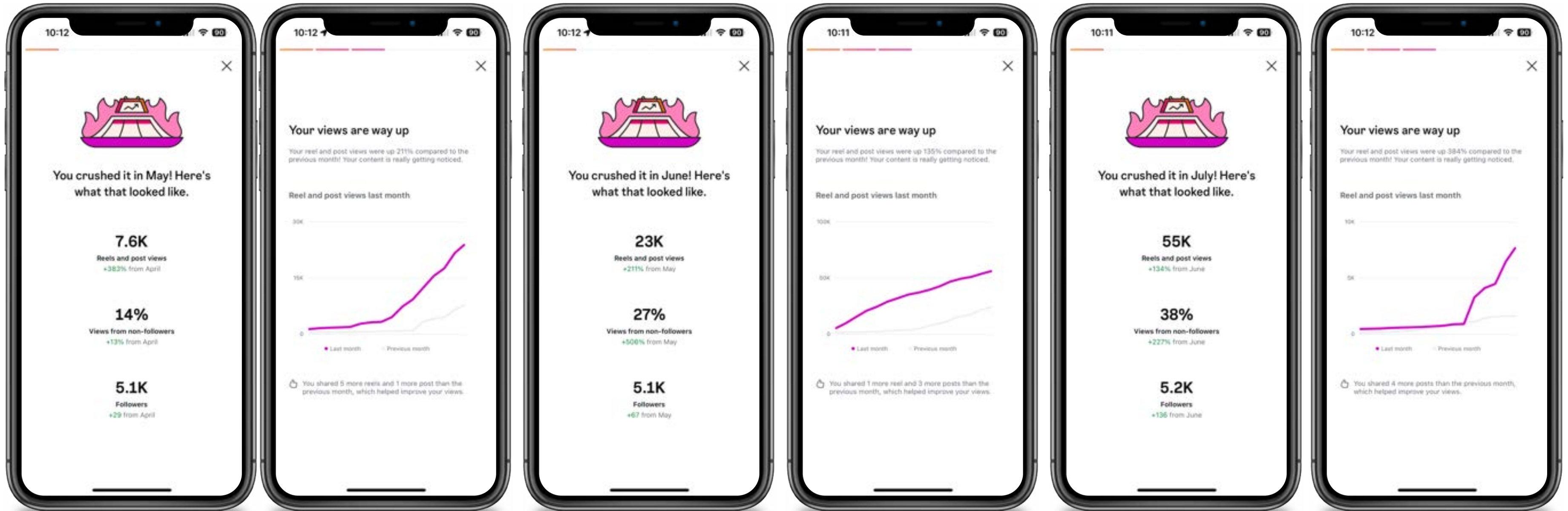
**Compounded organic growth  
(compliance-safe, zero paid ads)**

**May: +384%**

**June: +218%**

**July: +135%**

**Total in 90 days: +3,519%**



**All results pulled directly from Instagram's analytics dashboard.**

These results **do not include** third-party impressions from the Gold Card Giveaway. That campaign drove such large volume that it required a separate case study.



# Plug into the engine that scaled DC's #1 cultivator.

Zero paid ads. Fully compliant. Scalable across markets.

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