Pisgah Peaks Ventures

B2B Cannabis Case Study

Company Introduction

This cannabis automation company is at the forefront of pre-roll manufacturing technology, helping producers transition from labor-intensive processes to scalable, high-efficiency production.

They’re a mid-market equipment and technology provider serving cannabis and hemp companies producing more than 10K pre-rolls per month and experiencing bottlenecks in their production process.

Their technology helps brands increase output, reduce costs, and deliver consistent quality at scale. They work with some of the largest pre-roll manufacturers in the U.S. and continue to innovate in the cannabis automation space.

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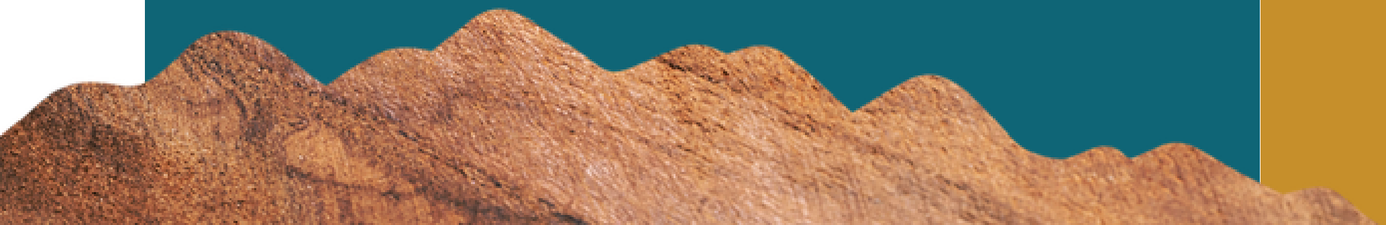
Problem

The company had a strong engineering and sales core team, but lacked the broader support needed to scale effectively. Prior support came through freelancers and individual contributors, and that model never translated into the cohesive outcomes they were after.



They lacked:

- A team capable of executing across a broad range of growth strategies
- Deep industry knowledge within the highly nuanced U.S. cannabis market
- A CRM solution that could scale with the business and support sales across multiple markets
- The ability to move quickly against ambitious growth goals

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Solution

The company engaged Pisgah Peaks to audit its existing marketing and sales strategy. From this audit, Pisgah developed a strategic roadmap designed to strengthen market positioning, generate awareness, and accelerate growth within the U.S. cannabis industry.

The strategy involved:

- Messaging & positioning shifts
- CRM build to support multi-national sales team
- Channel strategy shifts to focus on high impact
- Revamped event strategy
- Focused thought leadership to own a narrative

Goals & KPIs

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The company had the following goals when engaging Pisgah Peaks:

Grow pipeline:
Build a stronger, more predictable sales pipeline.

Produce 10-15 SQLs per month through inbound form captures on their website

Show up more consistently across industry trade shows & gain more earned media exposure in the highly niche industry publications that their ICP read.

Acquisition Strategy

The company operates within a highly specific target market, so the acquisition strategy focused on showing up where its ideal customers already spent their time.

- LinkedIn
- Events & Trade Shows
- Organic + Paid Search
- Organic content, including webinars and thought leadership
- Earned Media in key industry publications (niche)

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Execution: Paid Media (Linkedin)

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Strategy

- Hyper-targeted account lists (cannabis operators)
- Fully aligned with sales pipeline targets
- Decision-maker targeting (CEO, COO, VP Ops, Production)
- Global reach with localized audience lists

Every impression is focused on a qualified buyer

Creative

Thought Leader Ads (CEO-led)

- Fully aligned with sales pipeline targets

Pattern Interrupt Ads

- Meme-style, unconventional visuals
- Designed to stand out in B2B feeds

Higher engagement + stronger recall

Execution: Paid Media (Linkedin)

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Impact

$6.2K spend

$2.45M

influenced pipeline

392x

Pipeline efficiency

0.72% CTR

Retail Websites - And Growing Daily

Measured on pipeline, not clicks

SEO Growth

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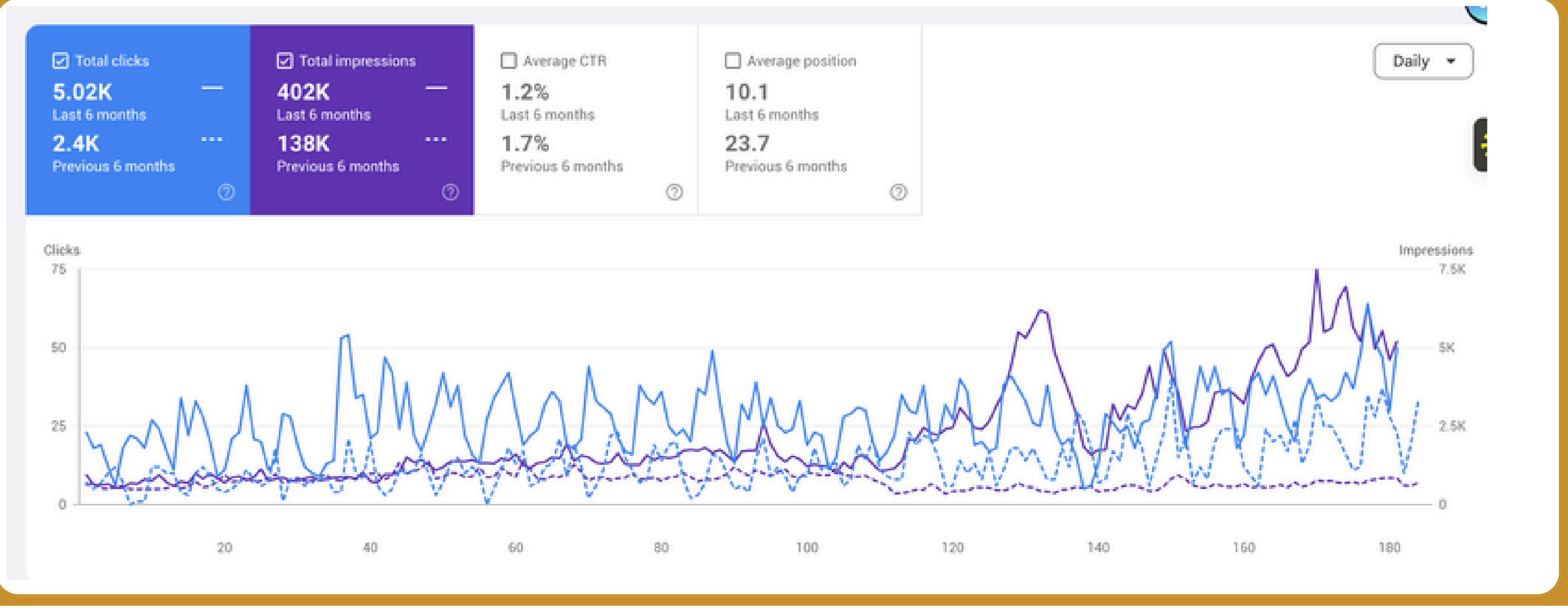
6 Month Comparision



Execution: Hubspot CRM Build / Revenue Machine

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Revenue Infrastructure That Converts Marketing Into Measurable Revenue.

Most agencies stop at lead generation. We build the system that turns leads into revenue.

What We Install:

- Contact / Company / Deal architecture built for scale
- Clean lifecycle stage mapping (MQL → SQL → Opportunity → Closed)
- Pipeline design engineered for forecasting accuracy
- Sales process enforcement via automated workflows
- Executive revenue dashboards (real-time visibility)

Execution: Hubspot CRM Build / Revenue Machine

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Pisgah Peaks Marketing drives demand.

- We install the revenue infrastructure that converts demand into measurable, scalable revenue.
- This is not CRM setup.
- This is enterprise revenue architecture.
- The Enterprise GaP

Most organizations lack:

- Structured CRM architecture aligned to sales reality
- Forecast reliability and revenue visibility
- Clean attribution tied to revenue, not clicks
- Financial insight inside the sales environment
- Process enforcement across teams

The result: revenue leakage, forecasting risk, and operational drag.

Execution: Hubspot CRM Build / Revenue Machine

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Results

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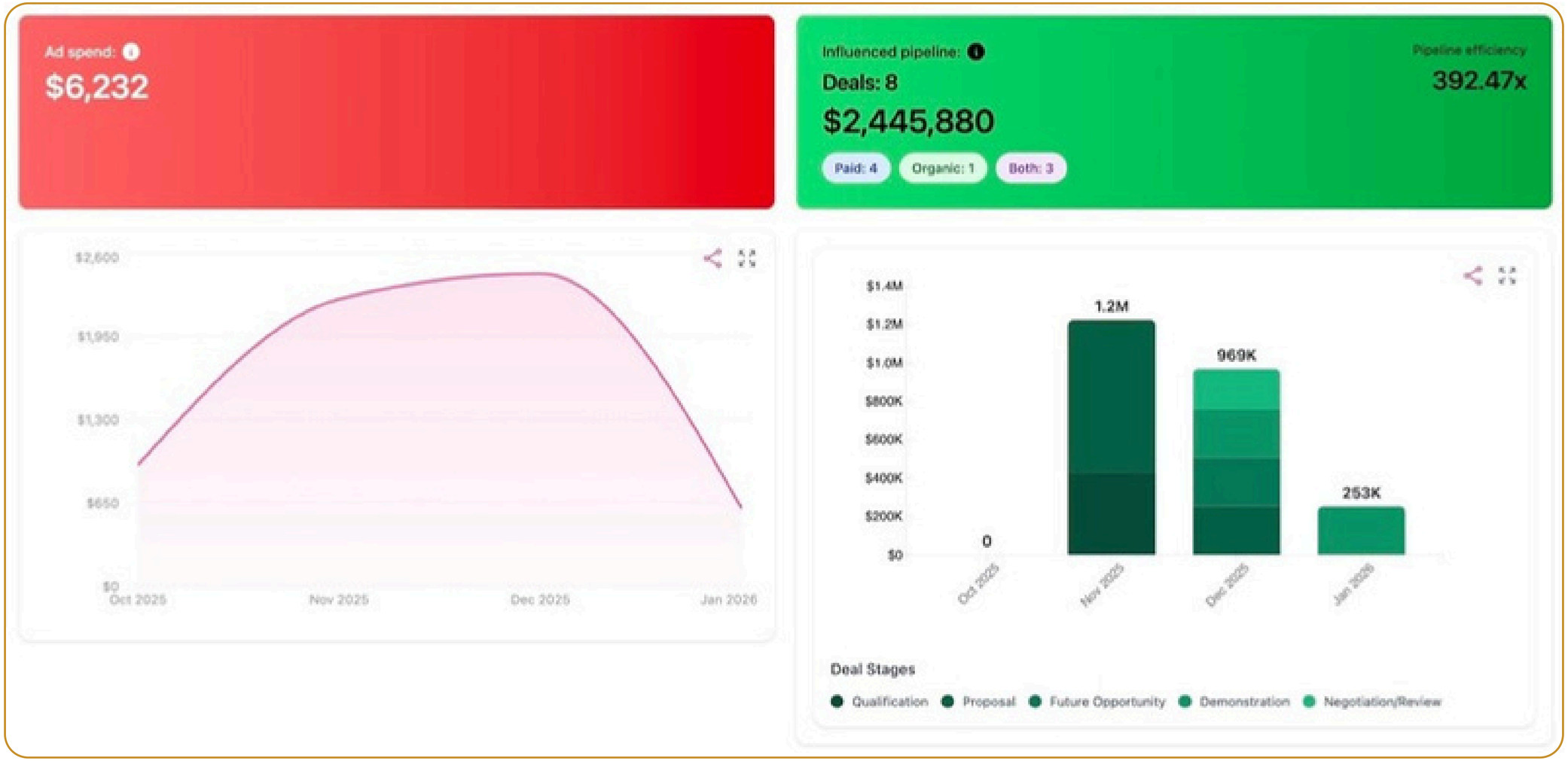

Results

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Form Submissions Associated with OPEN Deal (List)

FILTERS (3)

DEAL NAME	(SUM) AMOUNT IN COMPANY CURRENCY	DEAL OWNER	DEAL STAGE	DATE ENTERED CURRENT STAGE - MONTHLY
[redacted]	$29,000.00	[redacted]	Proposal (Sales Pipeline)	Apr 2026
[redacted]	$249,000.00	[redacted]	Future Opportunity (Sales Pipeline)	Sep 2025
[redacted]	$253,000.00	[redacted]	Demonstration (Sales Pipeline)	Jan 2026
[redacted]	$253,000.00	[redacted]	Qualified (Sales Pipeline)	Mar 2026
[redacted]	$249,000.00	[redacted]	Future Opportunity (Sales Pipeline)	Oct 2025
[redacted]	$253,000.00	[redacted]	Qualified (Sales Pipeline)	Mar 2026
[redacted]	$240,350.00	[redacted]	Qualified (Sales Pipeline)	Mar 2026
[redacted]	$249,000.00	[redacted]	Future Opportunity (Sales Pipeline)	Sep 2025
[redacted]	$2,665,000.00	[redacted]	Future Opportunity (Sales Pipeline)	Apr 2026
[redacted]	$210,000.00	[redacted]	Future Opportunity (Sales Pipeline)	Dec 2025
Report Total	$10,115,350.00			

Generated $10M+ in inbound pipeline opportunities