

Arizona Cannabis Marketing Compliance Checklist

A practical review guide for Arizona dispensaries, agencies and vendors

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Use this checklist to review the marketing channels, content, templates and vendors connected to your Arizona cannabis business.

Remember, this is not a one-time audit. Compliance needs to be part of your ongoing marketing process so your company, in-house team, agency and outside vendors are all working from the same standards.

Business name: _____

License or registration number: _____

Audit completed by: _____

Date reviewed: _____

Next review date: _____

Required Arizona Warning Language

“Do not use marijuana if you are under twenty-one years of age or pregnant. Keep marijuana out of reach of children.”

Keep your approved legal business name, license or registration number and exact warning language readily available to everyone creating or publishing marketing for your business.

For each item below, mark:

☐ **Compliant** ☐ **Needs Review** ☐ **Needs Correction** ☐ **Not Applicable**

Website and Online Menu

- ☐ Homepage and promotional banners
- ☐ Product, category and location pages
- ☐ Online menu and third-party ordering links

- ☐ Age gate, forms, popups and live chat
- ☐ Email and SMS signup forms
- ☐ Images, videos and product photography
- ☐ Blog posts and educational content
- ☐ Current and older promotions
- ☐ Footer and compliance information
- ☐ Required warning language
- ☐ Legal business name and license information
- ☐ Health, medical and wellness claims
- ☐ THC potency references
- ☐ Content or imagery that may appeal to people under 21
- ☐ Mobile display and readability

Issues or updates needed:

Social Media and Video

- ☐ Instagram, Facebook and other social media bios
- ☐ Legal business name and license information
- ☐ Pinned posts and profile descriptions
- ☐ Recent promotional posts
- ☐ Older promotional posts that remain public
- ☐ Story highlights
- ☐ Reels, Shorts and other videos
- ☐ Thumbnails and video covers

- ☐ Video and channel descriptions
- ☐ Required warning language where applicable
- ☐ Consumption imagery
- ☐ THC-focused creative or messaging
- ☐ Youth-oriented characters, designs or product references
- ☐ Influencer-created content
- ☐ Tagged or customer-submitted content that has been reshared
- ☐ Saved templates used by employees, agencies or vendors
- ☐ Automated direct messages and replies
- ☐ Age affirmation before direct promotional communications

Issues or updates needed:

Email, SMS and Loyalty Marketing

- ☐ Email signup forms
- ☐ SMS signup forms
- ☐ Loyalty program registration
- ☐ Age affirmation before promotional communications begin
- ☐ Documentation showing how and when contacts opted in
- ☐ Welcome emails and automated series
- ☐ Active email and SMS automations
- ☐ Promotional email templates
- ☐ Required warning language
- ☐ Legal business name and license information

- ☐ Warning text that is conspicuous and easy to read
- ☐ Compliance information displayed properly on mobile
- ☐ Imported lists and older contacts
- ☐ Records for contacts collected through older forms or systems
- ☐ Product imagery and consumption references
- ☐ THC potency messaging
- ☐ Health or medical claims
- ☐ Unsubscribe and preference-management links

Issues or updates needed:

Google Business Profile and Local Listings

- ☐ Business description
- ☐ Photos and videos
- ☐ Google Posts
- ☐ Products and services
- ☐ Menu and ordering links
- ☐ Promotional images
- ☐ Older images that remain publicly visible
- ☐ Review responses that mention products, effects or health claims
- ☐ Legal business name and license information where applicable
- ☐ Required warning language where applicable
- ☐ Other local business directories
- ☐ Maps, navigation and location platforms

Issues or updates needed:

Paid Advertising and Landing Pages

- ☐ Ad copy
- ☐ Images and videos
- ☐ Landing pages
- ☐ Calls to action
- ☐ Tracking links and redirects
- ☐ Retargeting campaigns
- ☐ Audience age and demographic documentation
- ☐ Platform targeting settings
- ☐ Legal business name
- ☐ License or registration number
- ☐ Required warning language
- ☐ Warning readability on desktop and mobile
- ☐ No attempt to disguise the cannabis-related nature of the business
- ☐ Final campaign creative and approval records saved

Issues or updates needed:

Third-Party Platforms and Vendors

- ☐ Online menu providers

- ☐ Cannabis directories
- ☐ Ordering and delivery-related platforms
- ☐ Publisher profiles
- ☐ Event listings
- ☐ Sponsorship pages
- ☐ Influencer posts
- ☐ Affiliate content
- ☐ Advertising networks
- ☐ Photography and video vendors
- ☐ Graphic designers and content writers
- ☐ Marketing agencies and media buyers
- ☐ Correct legal business name and license information provided
- ☐ Exact warning language provided
- ☐ Written image and content guidelines provided
- ☐ Final materials reviewed before publication
- ☐ Anything published in the dispensary's name

Issues or updates needed:

Printed and Offline Materials

- ☐ Billboards
- ☐ Billboard placement documentation
- ☐ Distance from restricted locations verified
- ☐ Flyers and posters

- ☐ Printed menus
- ☐ Direct mail
- ☐ In-store signs
- ☐ Event signage
- ☐ Sponsorship banners
- ☐ Promotional merchandise
- ☐ Required warning language
- ☐ Warning occupies the required advertising area where applicable
- ☐ Warning appears in black text on a white background where required
- ☐ Legal business name and license information
- ☐ Approved and updated design templates

Issues or updates needed:

Audience, Age and Content Review

- ☐ Expected audience is at least 73.6% age 21 or older where required
- ☐ Audience demographic information has been collected and saved
- ☐ Influencer and publisher audience data has been reviewed
- ☐ Age affirmation is collected before direct promotional communication
- ☐ Age affirmation is stored in the customer or subscriber record
- ☐ Content does not use child-oriented names, characters or designs
- ☐ Content does not depict marijuana consumption
- ☐ THC potency is not being used as an inappropriate promotional hook
- ☐ Health and medical claims can be supported and have been reviewed

- ☐ Customer testimonials do not create unsupported treatment claims
- ☐ Educational content is clearly distinguished from product promotion

Issues or updates needed:

Internal Compliance Process

- ☐ Approved legal business name is documented
- ☐ Current license or registration number is documented
- ☐ Exact warning language is documented
- ☐ Written image and content guidelines have been created
- ☐ Approved design templates have been updated
- ☐ Age-verification procedures have been documented
- ☐ Audience documentation requirements have been established
- ☐ A final marketing approval owner has been assigned
- ☐ Employees know who can approve marketing materials
- ☐ Agencies and vendors have received the current requirements
- ☐ Final creative and approval records are saved
- ☐ Older content is reviewed on a regular schedule
- ☐ New employees and vendors receive compliance training
- ☐ A process exists for quickly correcting or removing content
- ☐ A future review date has been scheduled

Person responsible for final marketing approval:

Legal or compliance contact:

Before Publishing New Marketing

Confirm each item before publishing a new campaign, post, email, video or promotion.

- ☐ The content has been reviewed using current legal guidance
- ☐ The correct business name and license information appear where required
- ☐ The exact warning language appears where required
- ☐ Compliance language is conspicuous and readable
- ☐ Desktop and mobile versions have both been reviewed
- ☐ The imagery does not depict cannabis consumption
- ☐ The content does not improperly appeal to people under 21
- ☐ THC potency is not being used in a way that creates unnecessary risk
- ☐ Health and medical claims have been reviewed
- ☐ Audience and age requirements have been considered
- ☐ The final version has been approved and saved
- ☐ All involved agencies and vendors are using current templates

Items Requiring Follow-Up

Issue identified: _____

Channel, platform or URL: _____

Assigned to: _____

Deadline: _____

Date completed: _____

Issue identified: _____

Channel, platform or URL: _____

Assigned to: _____

Deadline: _____

Date completed: _____

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Issue identified: _____

Channel, platform or URL: _____

Assigned to: _____

Deadline: _____

Date completed: _____

Final Reminder

Cannabis marketing compliance is ongoing. Laws, platform policies, promotions, vendors and marketing channels can all change.

Set a recurring review schedule and make sure your in-house team, marketing agency and outside vendors continue working from the same approved standards.

Need Help Reviewing Your Cannabis Marketing?

Eminent SEO helps cannabis businesses improve their websites, SEO, local visibility, content, social media and digital marketing while navigating the restrictions that come with the industry.

Cannabis SEO and digital marketing services:

<https://www.eminentseo.com/our-clients/cannabis-businesses/>

Cannabis marketing resources:

<https://www.eminentseo.com/blog/category/cannabis-marketing/>

Contact Eminent SEO:

<https://www.eminentseo.com/contact-us/>

Disclaimer

This checklist is provided for general informational and marketing purposes only and does not constitute legal advice. Cannabis laws and their application can be complex. Consult qualified Arizona counsel regarding your company's specific advertising and compliance obligations.

