



We are no longer Est.Bold. We are excited to announce our new full-service marketing agency named Coastside Media. Our new logo states why Coastside Media exists! To **“STRATEGIZE, CREATE, ANALYZE.”**

During the past years, our focus has been on the ever-changing landscape of the cannabis industry in Northern California. Our hearts and passion will never change when it comes to our energy and excitement for the cannabis sector, and we are still fully committed to making a difference in the space.

We have been blessed to work with some of the greatest cannabis family farms in the world! We have also met and worked with many new faces outside of the cannabis space including event planners, local civic organizations, doctors, e-commerce businesses, real estate companies and some upstart businesses.

As many of you have done during our year of lockdown, we have given our team time to reflect and reevaluate our business, adapt for a new future, and plan to serve people better and become more relevant to ensure grow in these unprecedented times.

It is this challenge to survive and reinvent that has forced us to re-brand and stretch our capabilities so we can better serve and really dig into any companies’ business to remain healthy moving forward.

Our studies have proven that the value of any work is not just monetary but more importantly the cost related to our time. Even before the pandemic everyone’s time was being crushed with all the daily demands of running a business. The BIG question is “How much is our time worth?” I cannot speak for everyone, but during COVID-19, I have realized the best time spent is with family. My observation is not science based but human based since many of us have not been able to have that luxury over the past 12 months to be with our loved ones. The one thing I **do not** want to carry forward is the daily grind we had before COVID-19 robbing me of precious family time. Our team feels the only cure for this is working “smarter” and not “harder” and providing more value and opportunities for a business to succeed.

Our goal has always been (and remains) to provide great service and offer the best-in-class marketing solutions available for a business. It is a huge responsibility to represent you and we never take it lightly. The first step to any marketing is to have a plan and be committed to execute that plan. As a group, we realized this is where most marketing entities fail or need improvement, including Est.Bold.

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COVID-19 exposed our weaknesses in more ways than one. It is never easy to deeply analyze, tear down and seek improvements as a company but we knew to survive, we had to be better and offer more.

There are a lot of people and businesses to choose from when it comes to your marketing dollars. Frankly, it is overwhelming. We have always tried to educate, create, develop, maintain, and deliver the best and create a deep understanding and relationship with our clients. Everyone thinks marketing, creating, developing, staying on top of technology and trends, and trying to rise above the white noise, or getting in front of the right customer at the right time is easy. My 15 years of marketing has taught me one thing. It will never be easy and now it is more challenging and complicated than ever to have your business or brand stand out. The world is online more than ever before. As a result of the pandemic, racial indifferences and equality issues your online footprint, marketing focus and messages are more critical than ever.

The new Coastside Media team will be offering a lot more to help businesses move from SURVIVE to THRIVE. Our new suite of marketing solutions includes strong Search Engine Optimization and Search Engine Marketing to help promote your website. We have a new team dedicated to just this area of digital marketing. We will be offering clients a new online new/magazine publishing platform from our partners at Lions Light ad Page Suite. Video is extremely important for marketing and our partners at Lemonlight provide the world class production we were seeking for you.

Blogging and content writing is time consuming, but we now offer packages to lighten the load and keep you relevant. We have added many more solutions beside website development and logo design including reputation and social management. We have the capacity to create online music stations to fit your brand to share with your audience. We even have the ability set up contests directly on your website to generate leads and engagement. E-commerce is now invaluable for anyone selling products. We have new and improved solutions to get you online and selling your valuable inventory. We have two new partners specializing in promotional items and apparel to promote your brand and make it personal.

One of our most valuable new tools is a way to analyze your online business, create a report and recommend a strategic plan to improve your business, maximizing your marketing spend and generate a higher ROI.

Another area that needed improvement was communication. I think everyone came to that realization since we were forced to work remotely. Our new and improved phone operating system allows for better video conferencing and messaging. We adopted Microsoft Business solutions to streamline the way we communicate and share information, content, and data with our clients.



We have also implemented a new customer ticket platform to assist with any service requests you may have, allowing for a faster turnaround from our team.

We hope you find the new Coastside Media to be stronger than ever. The name has changed but our commitment to you and our spirit remains stronger than ever as we all work together to rise above these times.

If you have any questions, please reach out to me personally. We look forward to growing with you and growing your business.

Catch a new wave,

James Crowe  
COO-Coastside Media