



# How to Start Selling CBD Products Online

## A Starter's Guide

Learn how you can market your CBD products and scale your profits online!



**CBD Cannawha Coffee**  
**\$25.00**



## About the guide:

Looking to market your CBD products online? Then this guide is for you. We'll show you how to navigate the difficulties of selling CBD online, focusing on the essentials - finding the right platform that allows you to sell CBD online, CBD payment processors, and other useful tools for your CBD business.

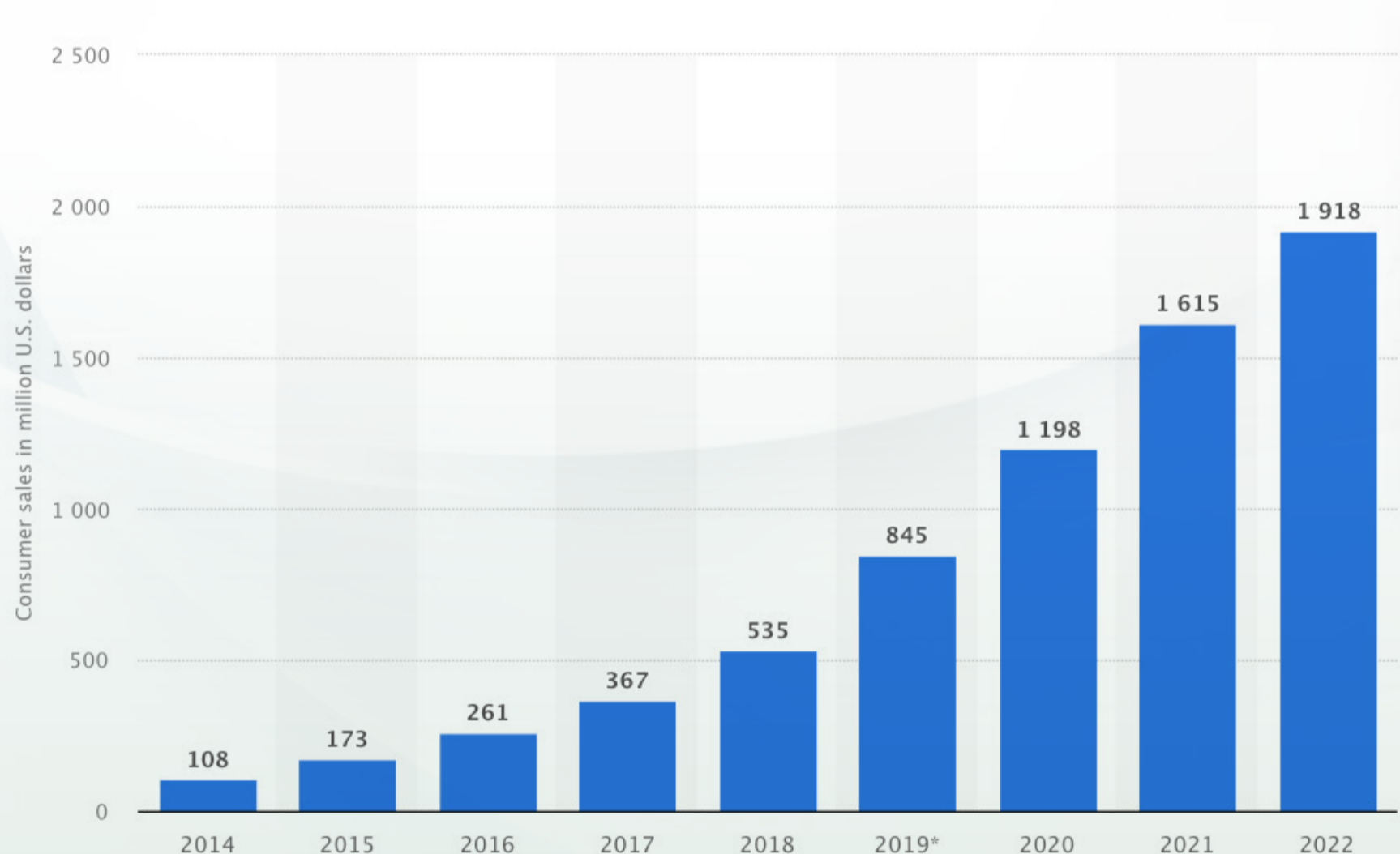
We want to facilitate your CBD eCommerce journey and help you sell more, better, faster. If you want that too, read on.

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# ➤ WHAT'S THE SIZE OF THE CBD INDUSTRY PIE

The CBD market has produced over [\\$1.6 billion in 2021](#) from sales in the U.S. This industry is booming, with CBD sales predicted to surpass [\\$20 billion by 2024](#).



Even though rules and regulations about its marketability are still being defined, the proverbial CBD cat is out of the FDA bag, with [FDA accepting](#) that and it's futile to try and take back the hemp-derived products from the market.

In a transformative period of eCommerce, heavily influenced by the pandemic, the marketplaces are shifting from physical places into virtual ones. This, however, is still tricky when it comes to CBD products, because not all eCommerce platforms allow you to sell CBD online.

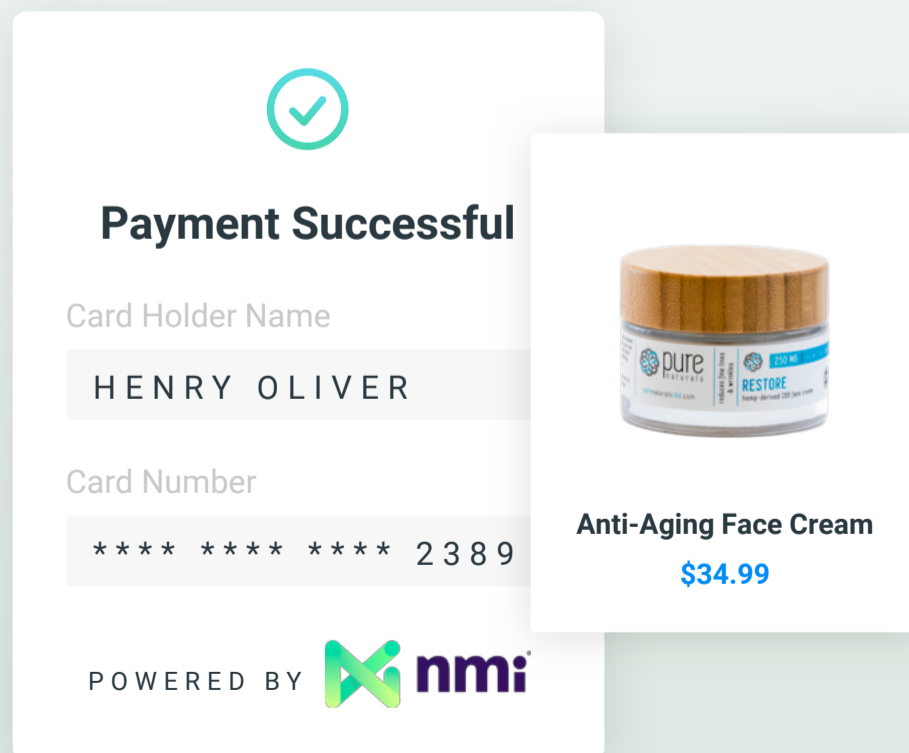
# ➤ TAKING YOUR CBD BUSINESS ONLINE (PAYMENT + PLATFORM)

The [2018 Farm Bill](#) legalized hemp production in the U.S., however, selling CBD products is not legalized across the U.S. While nationwide sales for CBD are legal and permitted by federal laws, statewide laws differ. With this in mind, not all online selling platforms allow you to market and sell your CBD Products online. So if you have your legal CBD business all ready to go, you need to start by finding a platform that lets you sell CBD products online, and a CBD payment processor to receive payments from your online CBD product sales.

## CBD-friendly payment processors

To sell CBD online, you need to make sure that you find a payment processor that handles CBD payments. When browsing for the right CBD payment processor for your on-line business here's a few questions that can help you out in identifying your solution:

- Does this payment processor deal with high-risk transactions?
- Can I integrate it with the eCommerce platform where I want to create my CBD store?
- How affordable are the payment processing fees?



The image displays a payment confirmation interface. At the top, a green checkmark icon is followed by the text "Payment Successful". Below this, the card holder's name "HENRY OLIVER" is shown in a grey input field. The card number is partially visible as "\*\*\*\* \* 2389". At the bottom of the payment screen, it says "POWERED BY nmi" with the nmi logo. To the right, a product listing for "Anti-Aging Face Cream" is shown, featuring a jar of cream and a price tag of "\$34.99".

# Choosing the payment processor

To make the CBD Payment Processor hunt easier, we've listed a few of the CBD-friendly payment processors that enable you to digitally receive and process CBD payments:

## PayKings

This is a high-risk payment processor you should be looking into for online payments in the CBD industry. It keeps things running smoothly for your online store, providing you with an account that is instantly ready to accept payments.

### This payment processor:

- Easily integrates with most platforms
- Fast approvals for sustainable CBD accounts
- Multiple eCommerce gateways
- Intuitive compatibility and support



## Pinwheel

This [payment processor](#) easily integrates with a number of platforms and focuses on simplifying transactions for all industries, including CBD. Pinwheel provides a customizable and secure way to make and receive payments for CBD product purchases.

### This payment processor:

- Deploys custom financial technology solutions
- Accepts payments from all major card types
- Has easily accessible APIs and an SDK
- Integrates with different platforms, such as Shopify



## NMI

Providing you with direct online payments, this [payment processor](#) is one of the best CBD online payment processors. NMI, provides you with global payment options for CBD and Hemp products.

### This payment processor:

- Supports different payment methods
- Lets you board and manage multiple MIDs
- Has powerful reporting tools with a single data view



Most CBD payment processing providers provide additional customizable services. So after you decide on a CBD payment processor, make sure to ask what else they can do for your CBD business. This way you know you are making the most of the payment processor you choose.

The UCX Platform uses NMI as [one of the payment processors](#) integrated into the platform, allowing you to accept online payments directly on the UCX Platform for all industries including CBD.

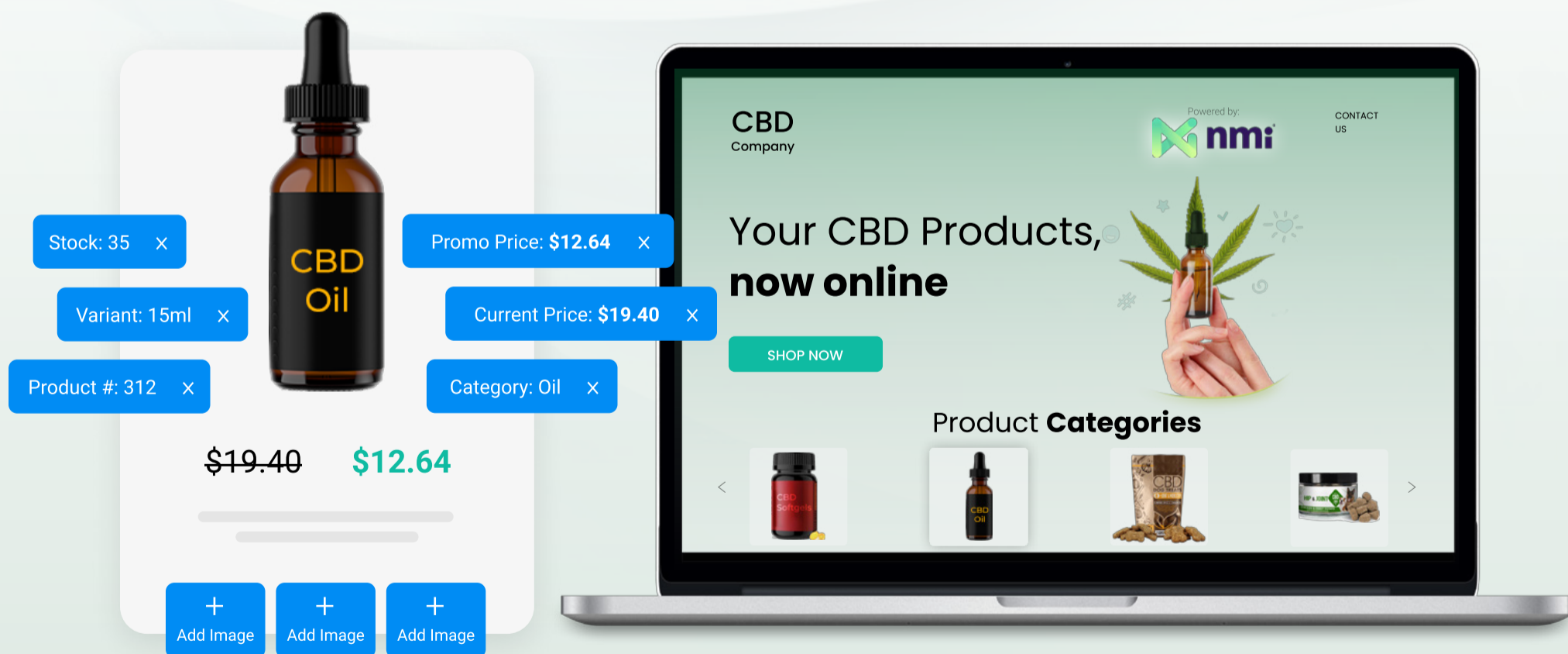


# Finding the right platform for you

Your CBD store is only as good as the tools the eCommerce platform provides you with. A beautiful storefront and a secure payment process should be the minimum expectation for businesses looking to sell CBD products online.

With a drag-and-drop builder, limitless customization opportunities, and a flat learning curve, the UCX Platform empowers you to market your CBD products and scale with ease.

With the intention of making CBD selling easier, the [UCX Platform](#) not only offers the space but also all the necessary tools you'll need to sell CBD products online, including a CBD payment processor.



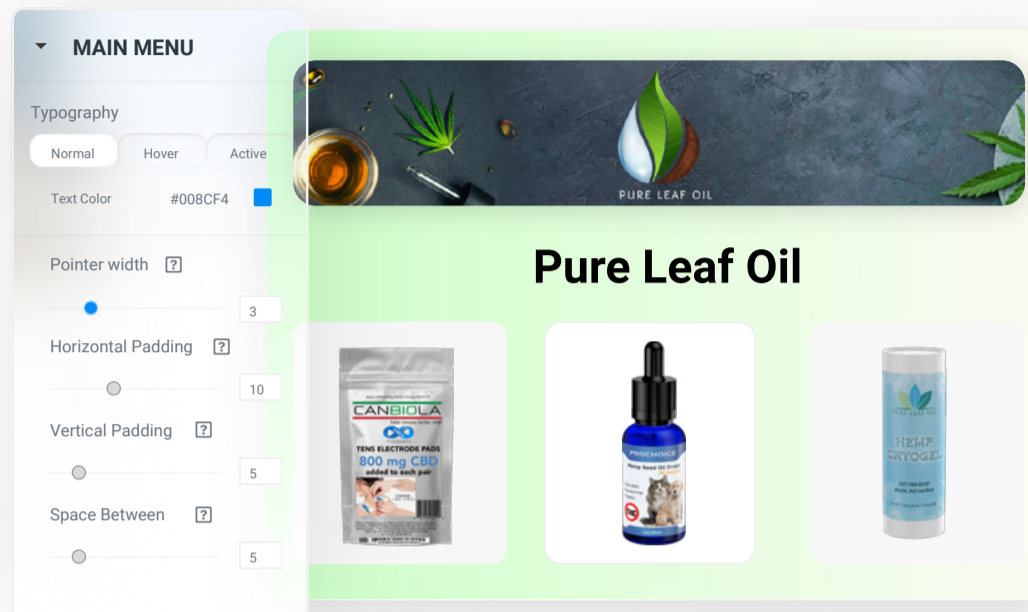


Besides the CBD-inclusive payment processor the UCX Platform provides you with:

## Customized theming

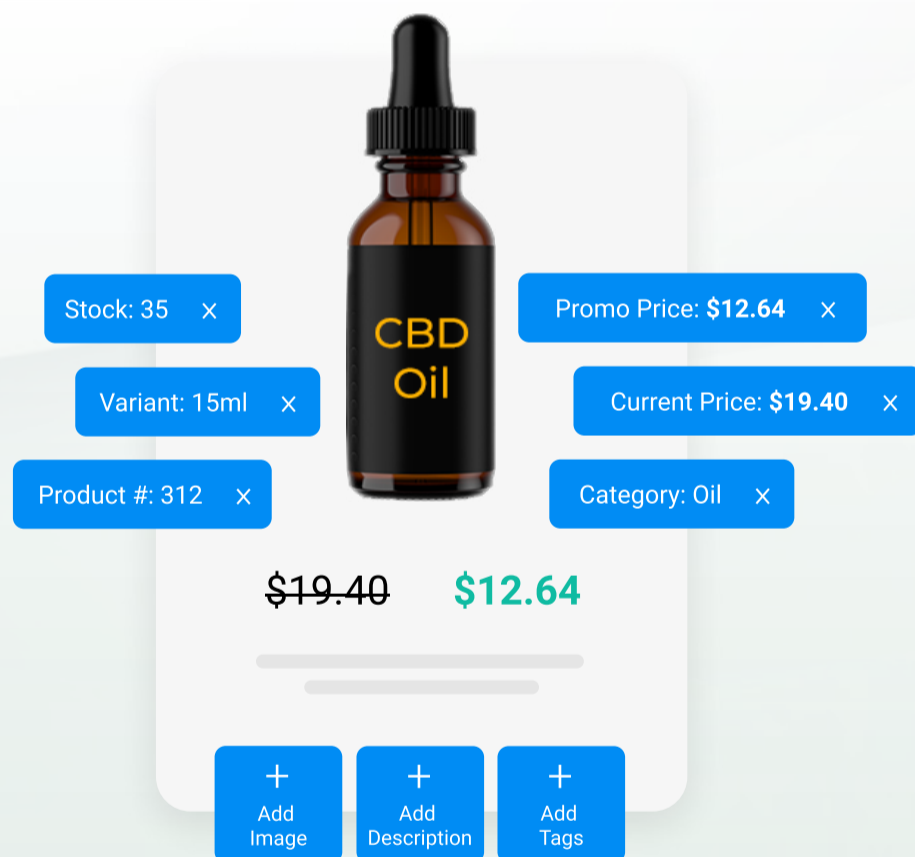
By opting for a drag-and-drop builder, you cut storefront development time from months to weeks and even days. UCX Platform uses [Builder.io](#) to create your storefront, customized with powerful visuals, intuitive design, flexible layouts, and more.

You get a fully branded eCommerce website, with a digital experience that drives customer engagement and conversions.



## Easy to use product builder

Your products should be well presented, with realistic images, and accurate descriptions. Additionally, you need to be able to create and configure your products with ease. With the [UCX Product Builder](#) pictures, attributes, features, or any other product specs can be easily applied with the click of a button and you'll see everything come together in a crisp product card display.



You productize and monetize anything – oils, supplements, sprays, topical balms, and more.

With the UCX Platform, you get your personalized CBD online store, manage sales, track orders, enhance communication, and upgrade your customer experience.

You can also sell CBD products through Shopify, which lets you create your CBD storefront and add your products. However, you still need to worry about integrating a third-party payment processor. Unlike the UCX Platform, your Shopify store doesn't come with a pre-integrated CBD Payment Processor.

# ➤ A NEW WAY OF RUNNING THINGS:

## MANAGING CBD RESELLERS, DISTRIBUTORS, AND CHANNEL SALES, ONLINE

Whether you are looking to make the leap into eCommerce, or you just want to take your CBD business to the next level, choosing a platform that offers long-term growth and scalability is one of the most important decisions you'll make.

[UCX](#), as a SaaS platform, empowers you to manage your channel sales, create new revenue streams, and achieve your business goals. UCX provides all the necessary tools to manage your network of distributors, resellers, affiliates, and all your channel sales in one centralized location.

You can use **price books** to set, update, and manage product prices instantly. Your distributors and resellers get instant access to the price books you assign to them, eliminating waiting time or redundant back-and-forth communication.

Additionally, you manage **commissions** for all resellers and distributors in one central location. You set custom commission rates and automate calculation, payouts, reporting, and more. This way you always calculate the exact commission and remove manual calculation errors. The best part, commissions are paid automatically, on time, every time.

Depending on your unique channel management needs, we can customize the platform and make it the ideal fit for your business. Price books and automated commissions are a default part of the UCX Platform — saving so much of your time by automating payouts for your affiliates, resellers, and distributors.

We have the best approach to help your business navigate the CBD niche market, centralize your operations, and run the business your way. Here's how you take your CBD business, and your reseller and distributor management, to the next level with the UCX Platform:



### **1. Onboard**

Each reseller and distributor gets their personalized online store, connected to your Channel in the UCX Platform. Once your CBD products are created on the platform, we add them to your reseller and distributor storefronts.



### **2. Manage**

Manage product prices, set commissions, and track all orders. Sales coming from your reseller and distributor stores appear in your online ordering portal.



### **3. Scale**

The UCX Platform is easily scalable, allowing you to expand your network of resellers and distributors, grow the number of stores connected to your Channel, instantly update product availability and description for all your resellers and distributors, prepare storefronts for promotions, and more - on demand.



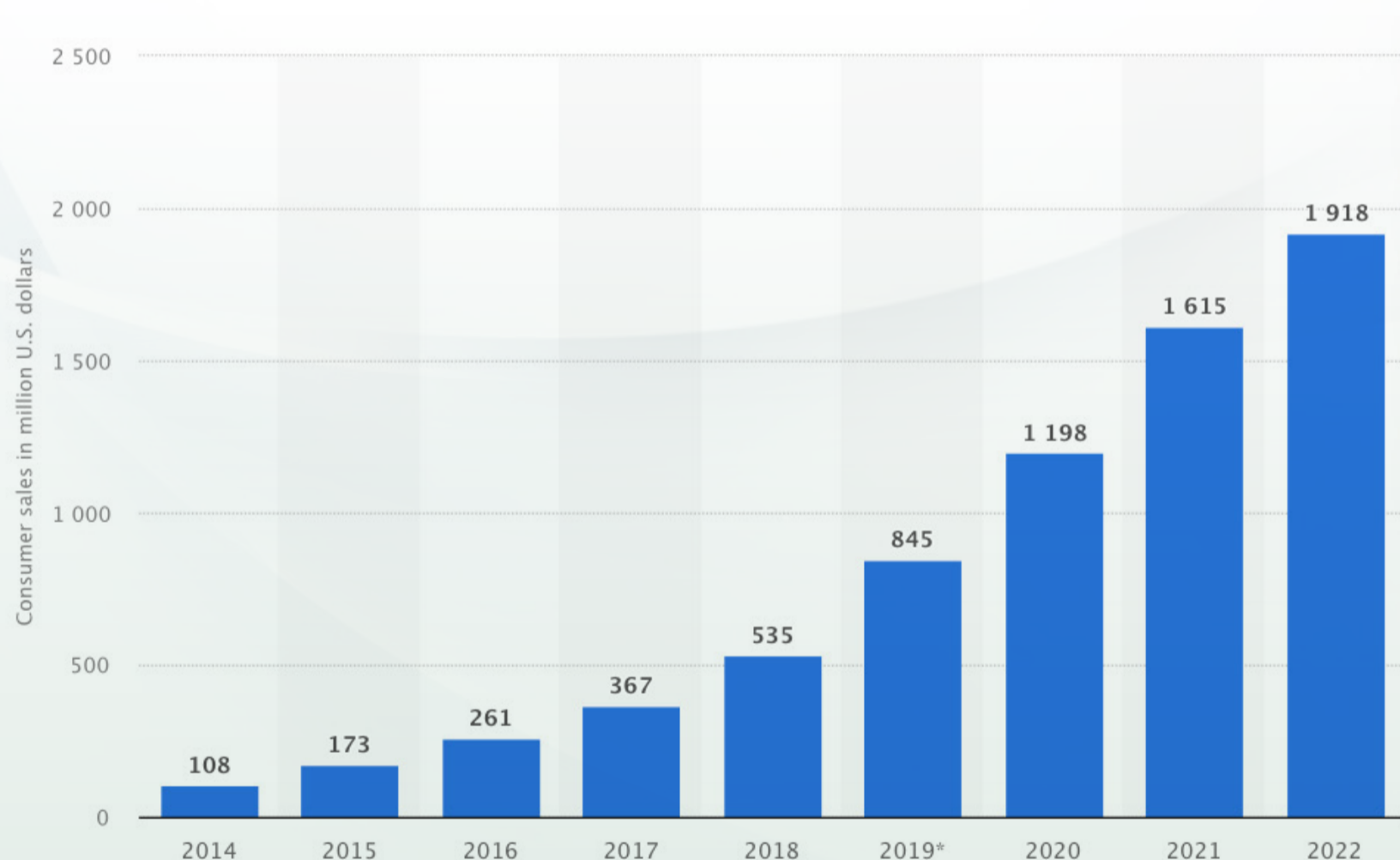
### **4. Outreach**

As a user of the UCX Platform, you benefit from UCX Outreach Solutions to grow your channel sales, boost your digital presence, or recruit more resellers, distributors, and affiliates. We scope out the CBD industry, identify, filter, and qualify potential collaborators, and onboard them to your Channel.

With UCX you enjoy the convenience of selling CBD online, with a reliable platform that works for you, your resellers, and distributors.

# ➤ USING THE INFLUENCER BOOM TO PROPEL YOUR CBD BUSINESS TO NEW HEIGHTS

Influencer marketing is a new marketing strategy that might just prove critical to your CBD business. From increasing brand awareness and boosting brand visibility, to selling more products, brands are increasingly partnering with well-established creators to access bigger target audiences and diverse market segments.



The value of influencer marketing is growing exponentially. In 2021, the influencer marketing market size is estimated at \$13.8 billion. In a competitive online landscape, you'll want to leverage influencers to make your brand stand out. With the evolving marketing landscape, it's safe to say that the purchasing decisions of the future will be heavily influenced by influencer marketing. To stay ahead of this colossal trend, UCX has figured a new way to facilitate collaborating with influencers and affiliates, helping you grow brand exposure and market reach.

# Increase your CBD brand exposure, grow your market reach, and make more sales through affiliates

As a CBD business, you can leverage the power of an extended affiliate network to tap into new markets, increase brand visibility, and sell more CBD products. Getting your brand listed with UCX, means you don't have to struggle to find affiliates of your own. Instead, you leverage existing affiliate networks, to market your products through them, saving both time and effort.

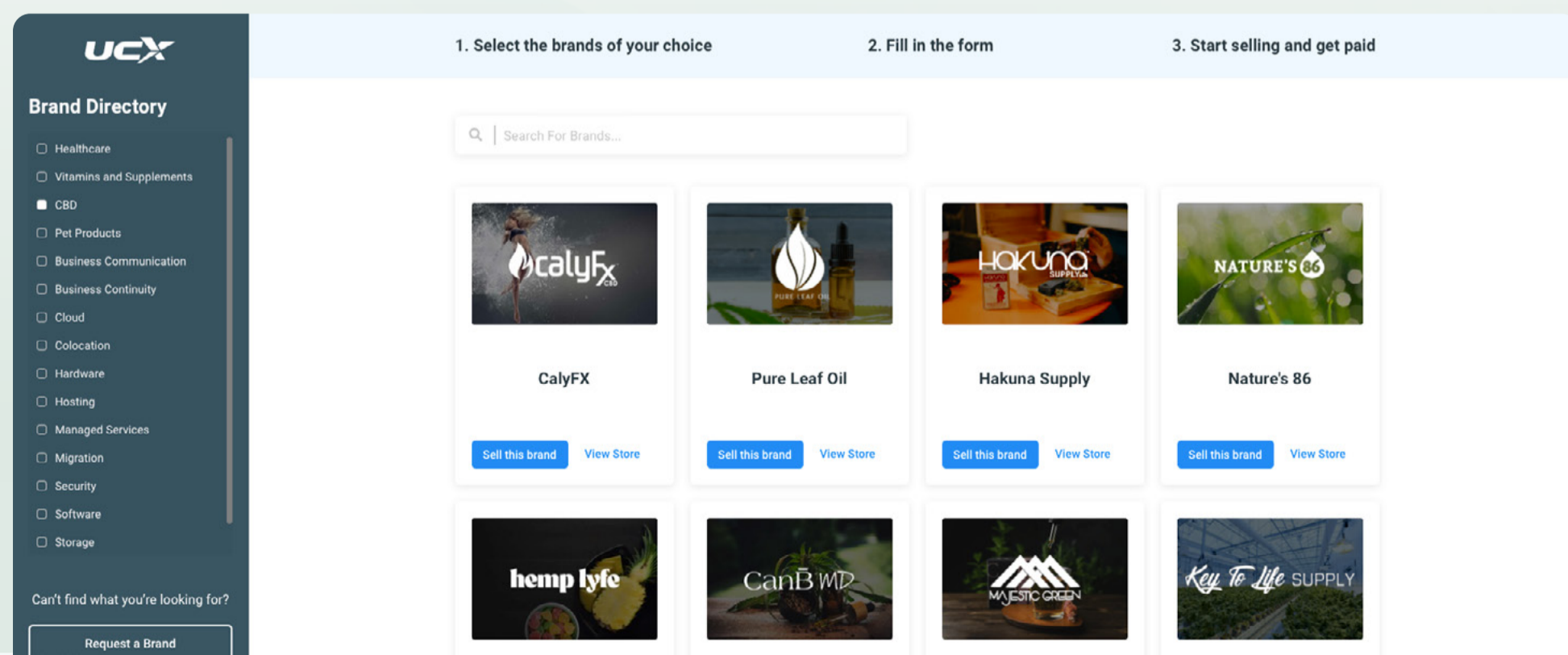
One way how you can promote and sell your CBD products through affiliates is by getting listed in the [UCX Brand Directory](#).

Sell more products, enlisting affiliates to help you do the heavy lifting:

- You bring your products to UCX
- We put them in front of our extended affiliate network
- Our affiliates pick up and sell your products through their affiliate stores

By getting listed as a CBD brand on the [UCX Brand Directory](#) you have access to our entire affiliate network. Affiliates browse the UCX Brand Directory where your brand is listed. They click "Sell this brand", fill in the form to pick your products, and we add your products to their custom-branded affiliate online store.

You save time and energy in marketing and sales efforts while getting more sales, as you have more sellers doing the work for you.



The screenshot displays the UCX Brand Directory interface. At the top, there are three steps: "1. Select the brands of your choice", "2. Fill in the form", and "3. Start selling and get paid". On the left, a sidebar lists various categories, with "CBD" selected. The main content area features a search bar and a grid of brand cards. Each card includes a brand logo, the brand name, and two buttons: "Sell this brand" and "View Store".

Brand Name	Image	Action Buttons
CalyFX		Sell this brand, View Store
Pure Leaf Oil		Sell this brand, View Store
Hakuna Supply		Sell this brand, View Store
Nature's 86		Sell this brand, View Store
hemp lyfe		Sell this brand, View Store
CanB MD		Sell this brand, View Store
MAJESTIC GREEN		Sell this brand, View Store
Key To Life SUPPLY		Sell this brand, View Store

# ➤ BECOMING AN AFFILIATE FOR CBD PRODUCTS

You might be interested in getting a piece of the CBD market pie, even if you do not have products of your own. Becoming an affiliate for Hemp and CBD is a great way to get started, because of the low investment risk.

## Finding the best providers: What you need to look out for when searching for a CBD provider

Finding well-established or reputable providers is a great starting point. If you don't know where to find them, you might want to put your confidence in Brand Directories such as the [UCX Brand Directory](#), where different CBD and Hemp businesses list their products to make them available for potential affiliates.



As a UCX Affiliate, you have the flexibility to earn money from anywhere, anytime.



### **1. Select brand**

Pick up products from brands of your choice, becoming an affiliate for products that are in line with your business values.



### **2. Setup store**

UCX creates the affiliate storefront for you and adds the products to your storefront.



### **3. Start earning**

Start selling and get paid automatically for every sale you make.



### **4. Pickup more brands**

Sell more products and earn commissions without having to worry about order fulfillment.

Keep in mind, before you pick up and sell CBD and Hemp products, decide on your niche industry. Deciding whether you want to focus on skincare, pet care, pharmaceuticals or more, makes it easy to identify potential brands you can collaborate with.

With a clear idea of your target audience in mind, it's time to [start browsing for the right providers.](#)

## TAKEAWAYS

Selling CBD online may take a while to figure out, but it can give your business the upper hand it needs. Make sure that initially, your business is in line with the CBD rules and regulations, and that so are your products. With everything in place, set out to find the platform that will help you get and stay ahead of the CBD online selling race.

When it comes to taking your CBD business online you should remember:

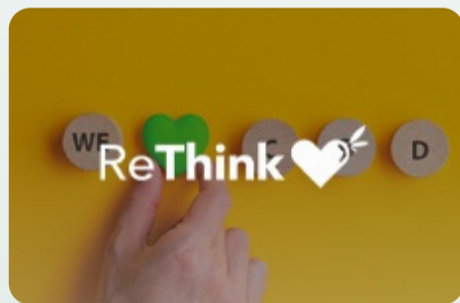
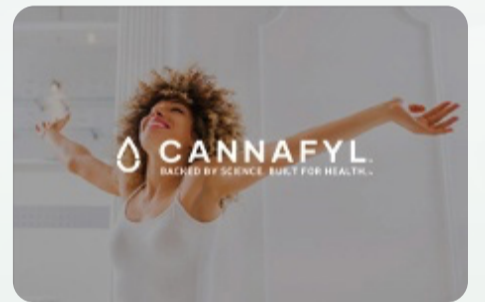
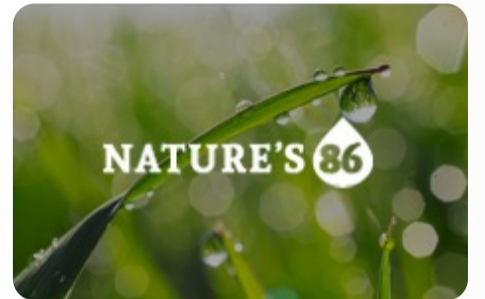
- Selling CBD online gives you an advantage because the online CBD market is still in its infancy
- Make sure the platform you select to take your business online allows you to sell CBD products
- Opt for a platform that has a CBD Payment Processor and a strong eCommerce side

Why the UCX Platform is ideal for you? Besides providing you with powerful tools to sell CBD products and manage channel sales online, we navigate the challenges of selling CBD online so you don't have to.

Scale your CBD business with UCX! [Talk to our team](#) to learn how.



# ➤ OUR CLIENTS





## **Sell Your CBD and Hemp Products Online with UCX**

You don't just get our tools, you also get our team!

[Book Your FREE Demo](#)



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