

Turning customer intelligence into measurable growth

Major Bloom had the customer data. What it did not have was a relationship strategy. We rebuilt the CRM around audience behaviour, and the loyalty programme stopped being a distribution channel and became a growth system.

CLIENT

Major Bloom

SECTOR

Cannabis retail ·
Worcester, MA

FOUNDER

Ulysses J. Youngblood

SCOPE

Loyalty · CRM ·
Lifecycle · Campaign
strategy

Cannabis retail marketing runs on discounts, drops and urgency. That drives traffic. It does not build loyalty, and it does not tell you anything about who is actually listening.

The opportunity was not to send more emails. It was to build better relationships.

RESULTS AT A GLANCE

+20%

Year over year growth,
comparable period

\$5,000+

Raised through the
founder's
book launch campaign

8

Behavioural segments
replacing
one general audience

2

Missions served by one
strategic discipline

A cannabis company built on repairing harm

Major Bloom is a Black-owned, Economic Empowerment cannabis company rooted in Worcester, Massachusetts. Its business brings together cannabis retail, original products, community advocacy, and a commitment to repairing the harms caused by cannabis prohibition.

That last part is not a marketing line. It is the reason the company exists, and it shapes everything about how it is allowed to speak to its customers. A brand founded on reversing the damage of prohibition cannot sound like a discount flyer, however well discount flyers perform in the short term.

House of Rubi was engaged to optimise the loyalty and CRM strategy: segmenting audiences, improving campaign relevance, and connecting customer communication to measurable commercial goals.

THE CHALLENGE

A growing customer base without a relationship strategy

Major Bloom had already established a distinctive presence in the Massachusetts market. Its customer database, loyalty programme, retail activity, original products and community engagement created significant opportunities for long term growth.

The existing customer data offered considerably more potential than the email and loyalty programme was capturing.

The audience was not one audience. It contained first time customers, regular shoppers, loyal advocates, lapsed customers, promotion responsive buyers, product category enthusiasts, and members of the wider community who had never bought anything at all.

Every one of those people was receiving the same message. Communicating with all of them in the same way limited relevance, and made it considerably harder to move any individual customer toward a meaningful next action.

The strategic question

How do you increase customer value without reducing every relationship to a promotion?

Discounts, product announcements and urgency do drive short term traffic. They do not automatically create loyalty, and over time they train an audience to wait for the next offer rather than to value the brand. Major Bloom needed a CRM strategy that could support commercial performance while preserving the culture, the personality and the social purpose that distinguish it. We approached the loyalty programme as a relationship system rather than a mailing list.

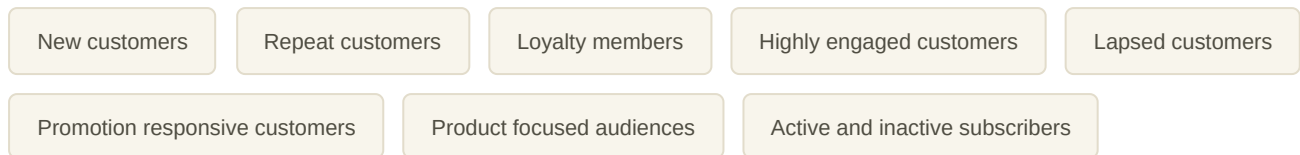
Every campaign had to answer three questions

- 1 Who is receiving this message?
- 2 What is their current relationship with Major Bloom?
- 3 What is the most relevant action for them to take next?

Rebuilt the CRM around audience behaviour

We reviewed Major Bloom's loyalty and email activity and reorganised customer communications around meaningful audience segments, rather than treating the database as one general audience.

The segmentation structure was built on customer behaviour, engagement, loyalty and relationship stage. It allowed Major Bloom to communicate differently with:



Segmentation is often treated as a technical exercise. It is not. It is the point at which a business decides to stop guessing what its customers want and start responding to what they have already shown it. Everything else in this engagement depended on it.

Designed communications around the customer journey

Different customers require different messages. A new customer needs guidance, familiarity and a reason to return. A repeat customer needs continued relevance. A loyal customer should feel recognised. A lapsed customer needs a compelling reason to reengage.

We aligned campaign messaging to those relationship stages, moving Major Bloom past one size fits all promotion. The resulting journeys were designed to do specific commercial work:

- Encourage a second purchase
- Increase repeat visits
- Strengthen loyalty participation
- Reengage inactive customers
- Promote relevant products and categories
- Support seasonal retail priorities
- Convert brand affinity into measurable action
- Give every message one defined next step

Connected loyalty activity to commercial objectives

Campaigns were planned around defined customer actions rather than email volume. Each communication carried a clearer commercial purpose, a defined audience, a message hierarchy and an intended next step.

Promotions stayed direct. They simply stopped being the whole strategy, and became one instrument inside a broader retention plan. That made the programme accountable to outcomes rather than to activity.

Created a repeatable optimisation process

CRM optimisation was treated as an ongoing process, not a one time correction. We evaluated performance across audience, offer, content, timing and intended action.

Those insights informed the next set of communications, creating a feedback loop in which every campaign strengthened the one after it. Major Bloom gained a structured system for understanding its customers and using that understanding to guide future decisions.

THE RESULT

20% year over year growth

Following the loyalty and CRM optimisation, Major Bloom achieved 20% growth compared with the same period in the previous year.

The comparison is like for like against the equivalent period twelve months earlier, so seasonality is held constant rather than flattering the figure.

+20%

year over year growth on the comparable period

Why it worked

The result demonstrated the value of moving from broad promotional communication to a deliberate, segmented customer strategy. The mechanism is not complicated, and it is worth stating plainly because it is the part most CRM programmes never complete:



Each link in that chain is ordinary on its own. The value sits in completing all four, which requires knowing who is on the list, what stage they are at, and what you actually want them to do next. Most loyalty programmes stop at the first link and then wonder why volume does not convert.

The CRM stopped being a distribution channel

Before this work, the loyalty database was a place to send things from. After it, the same database was an instrument for deciding what to send, to whom, and why. That is the whole difference between a mailing list and a growth system, and it is available to any retailer holding customer data it has not yet organised. **Major Bloom already owned everything it needed. It had simply never been structured.**

From cannabis retail to a founder led mission

The partnership later expanded beyond Major Bloom's retail communications to support founder Ulysses J. Youngblood and the launch of his debut book, *Playing Your Position: Help Children Stay Whole*.

The book presents a father's playbook for protecting children when adult conflict, false narratives and slow family court systems place childhood at risk. It is not about making fathers heroes or mothers villains. It is not about choosing sides.

"When the child is at the center, every adult has a position to play."

A different message, the same discipline

House of Rubi developed and managed the book launch email campaign, translating a deeply personal and socially important subject into communications that could build trust, mobilise supporters and inspire meaningful action.

Selling a book about custody and childhood has almost nothing in common with selling cannabis. What carried across was not the message. It was the method:

- **Understand the audience** before deciding what to say to them
- **Establish the emotional and practical stakes** so the subject is felt, not just explained
- **Communicate with clarity**, because a difficult topic cannot also carry a confusing message
- **Create a credible reason to act** rather than an urgent one
- **Guide supporters toward one defined action**, never several competing ones

\$5,000+

raised through the book launch email campaign

The campaign demonstrated that a well developed audience strategy could extend beyond customer retention and support a founder led mission with measurable results. The same list discipline that moves a lapsed shopper back into a dispensary will move a supporter to back a cause, provided the message respects the difference between the two.

WATCH THE SERIES ON YOUTUBE

[Episode 01: Why I Wrote This Book](#)

[Episode 02: Fatherhood: What Does It Mean to Put the Child First?](#)

The objectives differed. The principle did not.

For Major Bloom

Stronger CRM meant turning customer information into more relevant communication, deeper loyalty and measurable commercial growth. A retail programme that had been sending to everyone began speaking to someone.

For the book launch

It meant using email to mobilise an audience around a personal and socially meaningful mission, where the measure of success was not repeat purchase but whether people were moved enough to act at all.

Understand who is listening. Communicate with purpose. Make every message accountable to an outcome.

FINAL RESULTS

OUTCOME	RESULT
Comparable period growth following CRM optimisation	+20% year over year
Funds raised through the book launch email campaign	\$5,000+
Customer communication	Segmented by behaviour, engagement and relationship stage
Strategic scope	Retail loyalty, customer retention, founder led advocacy

What transfers to any retailer holding customer data

Volume is the easiest lever and the weakest one

Sending more is simple to do and simple to measure, which is why most programmes default to it. It also trains an audience to ignore you. Relevance is harder to build and considerably harder to fake, and it is the only lever that compounds.

The data usually already exists

Major Bloom did not need new customers to grow 20%. It needed to organise what it already knew about the ones it had. Most retailers are in the same position and do not realise it, because an unsegmented database looks the same as a segmented one until you try to use it.

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THE IMPACT

More relevant communication. Stronger relationships. Measurable action.

The work was not about sending more messages. It was about creating a system in which every message had a defined audience, a strategic purpose and a measurable next step.

By transforming customer data into audience intelligence, House of Rubi helped Major Bloom build stronger relationships and generate 20% year over year growth. By applying the same discipline to Ulysses J. Youngblood's debut book launch, the email campaign helped raise more than \$5,000 for a mission centred on protecting children and preserving childhood.

That is the value of intentional communication. It does not merely reach an audience. **It gives people a reason to act.**

Loyalty, CRM and lifecycle marketing

Audience strategy, segmentation architecture, campaign planning and ongoing optimisation, extended into founder led campaign work.

Loyalty programme strategy

CRM segmentation

Customer journey design

Lifecycle campaigns

Email marketing

Retention strategy

Campaign optimisation

Launch campaign management

Note on reporting

The growth figure is a like for like comparison against the equivalent period in the previous year, so seasonal variation is held constant rather than contributing to the result. Funds raised refers to the total attributed to the book launch email campaign. Segment definitions reflect the structure built during the engagement and in active use thereafter.

House of Rubi

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thehouseofrubi.com