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# VAPE MARKETING: STRATEGIES FOR SUCCESS IN THE FACE OF SHIFTING UK REGULATIONS

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Leveraging a successful collaboration with leading vape brands in 2023, Monumental consolidates vital insights for UK vape businesses. This guide provides a succinct blueprint to prosper amidst the evolving regulatory framework in the UK's vape industry.

Unleash success with this tailored guide crafted for the dynamic vaping landscape of 2024 in the UK.

Monumental is a global leader in the ethical marketing of vape and alternative tobacco products.

[MonumentalMarketing.co.uk](https://MonumentalMarketing.co.uk)

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# UK LEGISLATION UPDATES IN 2024

## THE LATEST UPDATES

On 29th January 2024, the UK will ban disposable vapes to address the surge in youth vaping and safeguard children's health, according to the UK Prime Minister's announcement. This decision is part of the government's response to a consultation on smoking and vaping launched in October 2023, with legislation set to be introduced in Parliament soon based on over 25,000 responses received during the 8-week public consultation.



## WHAT WILL HAPPEN?

The following key measures to address youth vaping are set to be implemented in the UK:

- *Ban on all disposable vapes*
- *Action against the sale of fruit-flavoured varieties*
- *Restrictions on packaging and in-shop displays*
- *Ban on selling tobacco products to anyone born on or after 1 January 2009.*

Implementation is scheduled for late 2024 or early 2025 - The UK has joined a small group of countries planning to ban disposable vapes. Australia, France, Germany and New Zealand have all announced similar plans, although only New Zealand has so far implemented them.

### References:

1. [UK Government](#)
2. [BBC UK](#)

# WHAT DOES THIS MEAN FOR UK VAPE BUSINESSES?



Proactively adapting to the upcoming measures not only ensures compliance with regulatory changes but also presents an opportunity for vape brands to demonstrate their commitment to public health.

## To adapt to upcoming regulations, UK vape brands should:

- **Adjust marketing strategies** – Emphasise responsible vaping targeting adult audiences. Brands that emphasize their commitment to public health can turn regulatory compliance into a unique selling point – This is where Monumental’s expertise can help you and your brand.
- **Diversify products** – Explore refillable, rechargeable and hybrid options.
- **Reformulate flavours** – Shift away from youth-attractive, fruit flavours.
- **Adapt packaging and displays** – Ensure compliance with evolving regulations.
- **Enhance age verification** – Implement robust systems to verify customer age.

With our expertise in vape marketing at Monumental, we recommend that UK vape brands start adjusting to these legislation now. By proactively embracing upcoming regulatory measures, vape brands have the chance to not only comply with legal requirements but also to continue to foster positive relationships with consumers, regulatory bodies, and the public at large. This approach will position the audience and your customers as responsible stakeholders in the broader societal conversation around vaping and public health.

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# VAPE MARKETING OPPORTUNITIES IN 2024 & BEYOND.

While regulations evolve, there's ample room in vape marketing for innovation and growth. In this section, we explore and suggest some promising avenues ahead for marketing vapes, offering guidance and opportunities for different marketing channels to navigate this dynamic landscape.

## SOCIAL MEDIA MARKETING

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### Switching to reusable vape device campaigns

It will be crucial to begin the process of transitioning our messaging in the content we create for social media. Craft visually captivating and informative social media posts that spotlight the advantages of reusable vape devices. Utilise platforms such as Instagram and Facebook to showcase their eco-friendly features, placing emphasis on sustainability.

### Flavour showcases on social within new guidelines

Create captivating content that highlights approved flavors through visually enticing posts and videos. Utilize social media to breathe new life into both the product and messaging, acknowledging the need for physical packaging to be washed down. Engaging your audience by encouraging user-generated content will be crucial, as stricter restrictions on physical packaging mean that drawing in users relies heavily on engaging content rather than packaging alone.

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# VAPE MARKETING OPPORTUNITIES IN 2024 & BEYOND.

## SOCIAL MEDIA MARKETING pt. 2

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### Educational campaigns on Instagram & TikTok

Enhance educational campaigns across Instagram by utilising engaging formats such as Instagram carousels, or TikTok short videos to disseminate comprehensive information on the new regulations as well as the importance of making the switch from disposable to other more sustainable products as new legislations come into effect.

To enhance reach and engagement, a robust hashtag strategy is essential to maximize interaction with your content and boost your brand's discoverability.

### Community building on Facebook groups

Establish and moderate a dedicated space on Facebook Groups for adult vapers, fostering discussions on industry updates and sharing experiences to build a vibrant community. Cultivate engagement through the sharing of relevant content, encouraging discussions, and fostering a strong sense of belonging among members.

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# VAPE MARKETING OPPORTUNITIES IN 2024 & BEYOND.

## INFLUENCER MARKETING

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### Partner with reputable influencers

Forge partnerships with reputable influencers who resonate with your brand's values and are recognised for advocating responsible choices.

Collaborate with these influencers to produce content showcasing reusable vape devices and compliant flavours, ensuring that educational elements are integrated to reinforce responsible vaping practices. By leveraging the influence of these trusted individuals, your brand can effectively convey the message and promote ethical consumption within the vaping community.



### Explore niches and micro influencers

Shifting the focus to user-generated content (UGC) unlocks the potential of your most passionate advocates. By incentivising and promoting them to become your marketing content creators on their channels as well as your own, you not only tap into their authenticity but also foster trust and build a stronger community around your vape brand.

Statistics show that **approximately 70% of brands believe that UGC helps them connect better with customers on social media.** This approach is essential for success as it enables vape brands to forge deeper connections with their audiences as legislations change.

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## SEO

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### **Create informative blog content**

Create informative blog content that educates readers about the new regulations and their impact on consumers. Utilise SEO-friendly titles and meta descriptions to enhance visibility in search engine results. Incorporate internal links to relevant product pages to provide a seamless user experience and encourage further exploration of your offerings. This approach not only aids in organic customer discovery but also establishes your brand as a thought leader amidst evolving legislations.



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### **Local SEO for in-store compliance**

Ensure in-store compliance through local SEO by optimising search listings with accurate business information and updated policies. Emphasise regulatory compliance and responsible sales practices in local SEO content, using location-based keywords to attract adult customers seeking responsible vaping options.

### **Backlink strategies for credibility**

To establish credibility, implement a backlink strategy by prioritising reputable sources that discuss responsible vaping as well as backlinks to non-disposable vape. Ensure that these backlinks bolster the credibility of your brand as a responsible participant in the vaping industry.

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# THINK ABOUT THIS AS YOU PLAN AHEAD.

As your vape brand strategises for the future, consider the following:

## Market positioning and adaptability

Work with our agency's vape marketing experts to strategically position your brand – We can help emphasise responsible practices, showcase compliance efforts, and communicate a commitment to meeting the needs of adult consumers, ensuring a distinctive and positive market presence.

## Consumer Preferences

Gauge shifting consumer preferences and tailor product offerings accordingly, ensuring alignment with upcoming regulations.

## Innovation opportunities

Explore innovative solutions and technologies that align with both regulatory requirements and consumer demands for safer and more responsible vaping options.

## Educational initiatives

Plan educational campaigns to inform consumers about responsible vaping practices, product changes, and the broader industry shift towards prioritising public health.

By contemplating these aspects, vape brands can not only navigate the upcoming changes effectively but also position themselves as industry leaders in promoting responsible vaping and public health.

## SO, WHAT'S YOUR NEXT MOVE?



# YOUR 2024 PARTNER.

Amidst the evolving vape legislation changes in the UK, there are exciting opportunities for vape brands to navigate the changing landscape and engage their audience innovatively.

At Monumental, we're equipped to guide your brand through these regulatory shifts, utilising influencer marketing, specialised creators, and data-driven social media strategies tailored to the new legal framework.

Now is the critical moment to leverage our expertise in aligning your vape brand with the latest regulations, propelling it to new heights within the compliant market.

Together, let's ensure your brand not only stays relevant but becomes a leading force in shaping discussions amidst these legislative changes.

**Ready to amplify your brand? Partner with Monumental today.**

Unlock the full potential of vape marketing and elevate your vape brand's presence – [Contact us](#) now for a tailored approach that resonates, captivates, and propels your brand forward.



Our website

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