



Crack the Code for Marijuana Dispensary Google Ads | Webinar

Slide 1

- Cracking the Google Ads Code for Dispensaries
- How you can stake out your spot above search results so you can generate more sales.

Slide 2

- Eduardo Intro, host for today. 18yrs / SRHS

Slide 3

- Foottraffik Intro
- Trusted By...

Slide 4

- Housekeeping items.
- Cellphones
- Familiarize yourself with Zoom
- Q&A at the bottom.
- Make sure to stick around—we have special offers for attendees that I'll be sharing at the end of the webinar.

Slide 5

- With so many confusing cannabis regulations, it's hard to nail down the truth and understand just how you can get the word out about your dispensary.
- By the end of this webinar, you will be able to answer these questions and many more.
- How can you increase visibility and get more customers? How can you drive revenue when there are advertising limitations?
- How do you advertise when you have different stores in different states that have to deal with varying regulations?
- And, perhaps most importantly, how do you stay compliant while also reaching as many potential customers as possible?

Slide 6

- More dispensaries are opening up in every state where it's legal. With this added competition, how will you ensure that you show up when potential customers search for a dispensary near them?
- Now, we actually have a couple of different methods for helping you stand above the competition, but today, we're going to focus on how you can get yourself to the top of the search results and increase your website visits and online orders.
- How can you do this? With Google Ads.
- Today, we're going to talk about the value of using Google Ads for your dispensary and give you some best practices to get you started. Plus, we have a special offer that will help you propel your dispensary to the top of search results.

Slide 7

- First, let's talk about the ROI of Google Ads. Over the last year, we've invested \$224,565 dollars on Google Ads campaigns and we've generated nearly \$2.2 million in revenue.

Slide 8

- Do you currently use Google Ads to promote your dispensary? How much do you invest in Google Ads per month? What is the ROI you're seeing? Let us know in the chat.

Slide 9

- Google Ads is pay-per-click advertising hosted on the world's most popular search engine.
- When used right, you can get your dispensaries ads above search results.
- Think about how valuable that is — 93% of internet searches in North America are done on Google. It's the most used search tool in the world and the one that's most popular among your customers.
- If you have your ads set up right, you can start appealing to potential customers who are looking for a dispensary near them and send them right to your menu.
- While it's still important to use SEO to build your organic search results, using Google Ads is like hitting hyperspeed on your advertising campaign.



- Plus, it has a predictable customer acquisition cost, unlike traditional advertising. Once your campaign is dialed in, you can determine how much you'll need to spend to acquire a new customer.
- Now, you may be thinking that dispensaries can't use Google Ads. I'm here to tell you that not only can you use Google Ads, but that you can create campaigns that will help drive more conversions and sales. It comes down to experience, that's where Foottraffik comes into the picture with nearly 5yrs of running cannabis compliant ads on Google.

Slide 10

- Part of the reason that Google Ads is such a high-ROI tool is that you're advertising to people who are already interested in your service.
- You're not putting up a billboard and hoping that someone who's interested in what you're offering as they are driving by. Google Ads is targeted advertising that is meant to reach individuals who are predisposed to want to buy from you.
- When executed correctly, these ads can quickly increase your web traffic and help you drive sales.
- At Foottraffik, our customers can make \$6-\$20 for every \$1 they spend on Google Ads. That's up to 2000% return on investment. Where else can you get a number like that? These are real results from campaigns that we've run from our customers, like the ones I showed you before.
- On top of all this, the results are immediate, and at Foottraffik we provide ourselves on providing transparent marketing analytics to showcase your campaign's performance in real-time. In addition, we educate you along the way so you can make insight-driven business decisions.
- Foottraffik is certified by Google, and for nearly half a decade, haven't had one campaign flagged or shut down. Because we stay on top of any changes Google implements so that we can better promote our clients' dispensaries.

Slide 11

- If you're launching delivery or just want to highlight your service offerings, Google Ads will get you new customers, that's the bottom line
- Timing is critical, and with the current crisis that won't go away, you must communicate with your customers where they are searching for your services.
- With shelter-in-place orders, people are searching for cannabis delivery and pickup. Will they find you?

Slide 12



- Let's dive into our best practices for running a successful Google Ads campaign.
- Step one, set a clear goal.
- Do you want to drive traffic to your website? Get more clicks on your menu? Have more people order online?
- Set a measurable goal that you can work towards. This goal can be different for your various stores since we can set your ads to only run in certain geographic areas.
- Without it, though, you're just launching campaigns and hoping that something works.

Slide 13

- Step two, steer clear of cannabis, marijuana, and related words.
- Google Ads is still anti-cannabis, so you want to share your message without using words like dispensary and cannabis.
- This can be hard, but we know it's possible. We consistently create high-quality ads for our clients that abide by Google's guidelines.

Slide 14

- Step three, use Keywords
- Keywords are crucial for creating relevant ads and ensuring that your ads will show up when a customer does a related search.
- If you don't use good keywords, you'll either waste money on ads that don't work or Google won't bother showing your ads because they won't be relevant to the right search terms.
- You'll need to research keywords to determine the right keywords to monetize. This is a balancing act between finding highly relevant keywords and the words that Google will let you use.

Slide 15

- Step 4, Get a Copywriter
- If you want copy that's going to attract clicks, invest in a copywriter.
- Remember, you're paying to have your ad appear at the top of search results. Don't waste that opportunity with crappy text. Hire someone who knows how to write attention-grabbing copy so that you can get more clicks.
- This copywriter should be familiar with Google Ads' restrictions so that your copy meets their guidelines and your account doesn't get shut down.



- This isn't hyperbole—we all know that cannabis is a highly regulated industry. It's also regulated online. If you try to run an ad and mention the word marijuana, guess what? You're going to lose your account.
- At Foottraffik, we know the ins-and-outs of advertising on Google and have copywriters on staff to ensure that we get you the clicks you want.

Slide 16

- Step 5: Create special offers
- Google ads are limited in the number of characters you can use. Get the most out of your ad by sharing an enticing deal and telling your customers how to take advantage of it.
- This can be a special deal for first-time customers or just a coupon code for ordering online. Make it something that customers will want to take advantage of immediately, like a discount off of their order.

Slide 17

- Step 6, don't spend too little on your campaigns per location per month.
- You have to spend money to make money, right? To get the most out of your Ads campaign, you need to set your ad spend high enough so that you can actually get results.
- Depending on the competition in the area, this number could be higher. With Google Ads, you bid on the keywords. If someone else is already using the keywords you want, then you need to bid higher than them or create more relevant ads in order to get that top spot.
- We like to test a variety of ads to determine which structure works best in different markets so that you can get the most value for your ad spend. To do this, though, you need to invest enough money so that there's enough data to make decisions.

Slide 18

- Step 7, Track metrics
- To make sure that your ads are working and helping you achieve your goal, you need to track metrics that are relevant to your aim. Otherwise, you're shooting arrows with no target in sight.
- The metrics you want to track may be different based on your goal, but some of the most valuable metrics include
 - Cost per click
 - Click thru rate
 - Conversion rate

- Quality Score
- Ad Rank
- To capture even more relevant data, create a Google Analytics account.
- Analyzing these metrics is going to be what helps you determine the effectiveness of your campaign. Was it successful, or a failure?
- Those same metrics can also help you learn from failure so that you can create a better campaign in the future.

Slide 19

- Step 8: Actively Manage Your Campaign
- Since you're tracking metrics, you can use them to analyze the effectiveness of your campaigns and adjust them so they'll do better.
- You can run A/B testing to see if certain words lead to more clicks, if different offers are more compelling, or if a particular landing page generates more orders.
- This is a time-consuming process, but it is essential for making your ads better and extracting the maximum value from your investment.
- It's crucial to monitor and actively manage your campaign to maintain a high quality score, but it takes time and commitment.
- This is something that we handle for our clients, and it has paid off in high ROI for them.
- Because of our experience, we've been able to quickly spot when ads were no longer effective and change them so that our client wasn't wasting money on campaigns that no longer worked. By continually checking on campaigns, we can make adjustments the moment we start seeing a dip. This allows us to maintain such a big ROI for our clients.
- Here's the thing—Google Ads is not a set it and forget it tool. Unless you just want to hand money to Google, you need to actively manage the campaigns and optimize them as you get more data.
- Otherwise, you're just putting out ads and spending money without checking that you're actually getting a return.
- Our Google Ads management service helps you get the most out of your ad budget and turns that money into sales.

Slide 20

- For the most part, your competition isn't doing this. So capitalize on it before the cost goes up.
- By starting now, your dispensary can be ahead of the competition and start building momentum so that when other dispensaries start, it'll be too late because you'll have mastered the game.



- Plus, you can actually bid on your competitors' branded search terms and show up in ads when customers try to find them online.
- To take your Google Ads up a notch, try implementing these two advanced strategies.

Slide 21

- Create a unique landing page for your offer.
- This could be a delivery page, a deals page, a special coupon page, or an online ordering how-to.
- This will better track the effectiveness of your campaign.
- This is another service we provide our clients. We work with them to determine what type of page they want. This will make tracking the effectiveness of your Google Ads campaign easier.

Slide 22

- Second, combine your Google Ads with text opt-ins to nurture relationships and create loyal customers
- For example, "Get a special code to save a percentage off your first order! Text a "code" to 555-555."
- We integrate our SMS/CRM offering for our customers to help drive more sales.
- Combining these services helps build your compliant SMS list, so you can nurture these customers and create a relationship with them. In addition, you won't have to spend money in the future to capture the same customer again!

Slide 23

- We've covered what Google Ads is, the impact it can have on your digital marketing strategy, and some of our best practices to get you started.
- Do you have any questions?

Slide 24

- I hope that I've helped you see the value of investing in Google Ads. The ROI on these campaigns is amazingly high right now because there isn't a lot of competition, but that's going to change.
- To get the most out of this platform, you need to get started with it now.

Slide 25



- We're running a special offer for today's attendees only. Get a free first month of Google Ads management. Text "Google" to 411-669 and let's talk about getting you started on the world's biggest search engine.

Slide 26

- Also, for sticking with us, you've qualified for your free yeti.
- Let's get your shipping information and get one of those to you quickly. Schedule a call at [foottraffik.me/call](https://www.foottraffik.me/call)