

WEBINAR

Boost E-Commerce Sales with the World's First Dispensary Google Ads AI

Webinar Preview & Audio Available at:

<https://www.foottraffik.co/webinars/cannabis-dispensary-google-ads-ai/>

Slide 1	<p>Boost E-Commerce Sales with the World's First Dispensary Google Ads AI</p> <p>Supercharge Your Advertising & Reach More Customers</p>
Slide 2	<p>Today, we'll be covering:</p> <ul style="list-style-type: none">• How Google Ads AI can improve e-commerce sales• The secret to a successful campaign, and• Why now is the right time to launch your Google Ads AI strategy
Slide 3	<p>My name is Eduardo Silva. I'm the VP of Sales here at Foottraffik, and I'm really excited to be sharing this information with you today.</p>
Slide 4	<p>Foottraffik is a digital advertising and analytics agency. We've been in business for over five years now, exclusively focused on dispensaries and delivery services within</p>



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North America. We're really excited to be helping advance our industry forward.

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A couple of housekeeping items before we get started.

If you have your cell phones on you, please put them facing down on your desk or mute them. We are going to be covering a lot of information in a very short window of time and it helps to retain focus.

Familiarize yourself with the Zoom interface. If you haven't become a master at Zoom yet, if you go to the bottom of your screen there is a Q&A button. We do have moderators with us today that will be addressing questions throughout the webinar.

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One of our goals as an advertising and analytics agency is to make accessing compliant advertising channels easy for our clients.

We know there are a lot of regulations that can make it feel like it's impossible to advertise. That's where digital advertising comes in.

For the most part, digital ads and SEO are allowed everywhere. And one of the best ways we've found for dispensaries to share their message is also one of the most underused.

If you want to get your dispensary brand in front of potential customers, then you need to use Google Ads.

Now, a lot of people think that dispensaries can't do Google Ads. This is a mistake.



When you work with a knowledgeable team, you can implement this high-return strategy and start seeing the results quickly.

Right now, not many dispensaries are using Google Ads to advertise. This means that it's easier to score particular keywords and to consistently rank at the top.

Imagine showing up at the top of search results—well above your competition. You can even show up at the top of Google Maps results. And because most other dispensaries aren't taking advantage of this, you won't have to pay much per click.

Now, this will change when more dispensaries start using Google Ads, but for now, it's one of the best ways to quickly impact your website traffic and get a leg up on the competition.

Plus, if you haven't heard yet, Foottraffik recently released some exciting news.

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Foottraffik now has the capability to combine the power of artificial intelligence with Google Ads.

Foottraffik's new AI software connects real-time trends to dispensary Google Ads campaigns, supercharging performance and increasing ecommerce sales and revenue by up to 25%.

No one else in the cannabis industry is doing this. We're putting together AI's ability to work from and analyze many data sets and our own team's extensive Google Ads knowledge to refine and launch even better campaigns.

So what does this mean for cannabis dispensaries and delivery services?



Using a combination of historical data, real-time weather data, and social media signals, our new Google Ads machine learning technology creates models around a variety of rich data sets. This extensive modeling produces dynamic bid strategies that respond to trends and shifts in demand, thus yielding greater returns.

That means we can now create more high-converting Google Ads even faster to help our clients increase their reach and find new customers. Plus, these campaigns will be more effective than they were before—which is really saying something.

Our dispensary customers were already seeing great returns on ad spend on their Google Ads investments. Now, we'll be able to improve upon our own performance and take our clients' campaigns up a few notches.

With Foottraffik's machine learning, we'll be able to create ads that lead to even more clicks, increasing our customer's return on ad spend and creating a renewable pipeline of online revenue. When created as part of a larger dispensary advertising strategy, our new Google Ads machine learning campaigns will help our clients capture a larger part of their markets.

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We began implementing our Google Ads AI service for our current clients before announcing it to the general public.

Because of that, we're able to share the results of an AI campaign that we've been running over the past three months.

This case study reflects the Q3 results from one of our clients that operates in the Northeast.



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Over three months, our AI software pulled in historical data from previous campaigns, trending information from news channel aggregators such as Google and Bing, social media, and historical weather reports and future forecast for the client's region. We used this vast amount of information to create a variety of ads, including dynamic text ads, smart campaigns, non-brand campaigns, and product campaigns.

Thanks to an initial investment of \$8,000 into our Google Ads AI service, our client saw 19,437 website visitors who made purchases totaling \$273,530.

That's a return on ad spend of \$34.19! They paid just 41 cents to acquire each customer.

This looks great, right? So how exactly does it save you money?

The secret to our Foottraffik A.I. is really a combination of factors, and we're happy to share them with you.

Let's start off with management.

These ads aren't set-it-and-forget-it.

A lot of people treat them that way, but if you want to get the most from your Google Ads, you need to consistently monitor and optimize them.

As part of our service, we manage our client's accounts and take a hands-on approach.

We test different copy, bidding strategies, and targeting metrics to get the best results possible. We are constantly checking on the performance of our campaigns and looking for opportunities to improve them because when our clients succeed, we succeed.



This ties into our second secret, expertise.

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Foottraffik has been running Google Ad campaigns for our clients for years. We have multiple team members who are certified in Google Ads, including our CEO.

This experience allows us to find the best keywords possible for creating our targeted campaigns.

We've nailed down our processes for creating and optimizing Google Ads that catch the attention of searchers. We're skilled at targeting those individuals who are ready to buy from you.

Plus, we're always looking to learn more. We stay on top of changes made by Google to its platform and we invest in education so that we can continue to be leaders in the dispensary Google Ads space.

When you work with Foottraffik, you get the benefits of our knowledge. You don't have to worry about a learning curve. We get started quickly and effectively. We will steer your ads in the right direction and use the best tools to get your campaigns turning a quick profit.

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To help our clients better see the effects of their advertising campaigns, we've instituted revenue attribution and made it part of our mission.

Let's be honest, there's not a lot of transparency in advertising. It's often hard to see the effects or know what to look for.

Revenue attribution helps prove our value to our clients.



By providing reporting that ties advertising campaigns to store visits and sales, we are able to show which campaigns have the highest return on ad spend.

Tracking and measuring success is such a crucial part of advertising. This is something that's standard in other industries and we want to make it standard for the cannabis industry.

To maximize your ad spend, you need to know how well your ads are working so that you can make adjustments as necessary.

If you fail to track, you're just letting money slip through your fingers.

You should track your impressions, the click-thrus for your ads, and your cost-per-click.

Your impressions are how many times your ad is showing up. Not everyone is going to click on your ad, so it's important to look at the difference between your impressions and your clicks.

Your click-thrus are how many people are actually interacting with your ad and click on them.

Your Cost-per-click is how much you are actually paying Google for each of the clicks your ad gets.

Tracking these numbers can help you troubleshoot your ads. For example, if you're getting a lot of impressions but not many clicks, you should revise your ad copy because it's not working.

When you set up revenue attribution, you're able to identify how many of your sales are a result of your Google Ads campaigns.

When you can see the results of your campaigns like this, you can cut back on campaigns that aren't working and



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invest more in the ones that are getting you results.

There's no need to just throw money towards ads and hope that they work. With revenue attribution, you can create a plan, measure its effectiveness, and then allocate your budget in a way that's guaranteed to get you more sales.

Again, this is something that we set up for our clients. You don't have to do anything. As long as you have a compatible e-commerce platform, we can handle this for you and start saving you money.

Not only are we happy to share why our Google Ads AI service can save you money, but we also focus on transparency when working with our clients.

We share everything we're doing and provide reporting so that our clients have the info they need to provide to stakeholders.

We have worked with both CMOs and Dispensary Owners and understand that sometimes you need to be able to pass on this information to other people.

By providing timely, accurate reporting that's easy to read, we help our partners share the information that keeps their advertising initiatives funded. Plus, it saves them time. They don't have to try to create reports based on what we're doing to share and prove value. We handle this.

Right now, maintaining a healthy advertising budget is critical. By being able to share the results of the various campaigns you run with us, you can protect your advertising budget and perhaps even get more money allocated for the most effective campaigns.



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This isn't an exaggeration. Every month we have clients increasing their Google Ads investments because they're able to easily show the value of these campaigns to decision-makers. They see the boost in their bottom lines and they want to invest more. It's that simple.

Now, I'm sure you've been wondering exactly how our AI works, so let's talk about that.

Basically, we have built a proprietary software that is able to take into account a lot more data than a human can to support our Google Ads campaigns.

It looks at historical weather patterns and sales trends from it, takes into account what's trending on social media and brand sentiment, looks into news aggregation channels such as Google news for brand mentions, and also considers all of these factors to help create dynamic bidding strategies and campaigns. It does this all in a split second where a human would take weeks to see patterns and make effective campaign changes.

Because it's always looking at the latest information, it's constantly reassessing campaigns and making them better.

This helps us generate more cost-saving bid strategies and campaigns that are likely to get more clicks.

Now, if you have used Google Ads before, you may know that the platform offers some help with historical data—that's basically information on how keywords have performed in the past.

Foottraffik's AI isn't just that. It's a much more robust tool that combines multiple data sets, not just yesterday's keyword performance like other tools on the market. I



know this can be confusing, so feel free to schedule a call with the team if you'd like more clarification, or ask a question with the Q&A function.

When people seek out a dispensary, it can be based on multiple factors. Maybe they read something or saw something that made them think of making a purchase. Maybe the weather is predicting a storm and they want to stock up.

Google Ads itself doesn't take these inputs into account when helping people make ads.

If you want people to engage with your ads, then they need to actually reflect how people shop. Our AI software helps get people to your website to make a purchase by focusing on the data that actually leads people to want to buy cannabis.

Plus, because the campaigns are based on multiple real-time data models that take consumer behavior into account, they can help increase e-commerce sales while maximizing spend efficiency.

At the same time, the power behind our AI mechanism and the speed at which it's able to gather and parse data is like hiring ten extra advertisers. So you get the benefit of this efficiency without the payroll costs.

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Our newest initiative was started with the best interest of our clients in mind.

We're always brainstorming to uncover new and better ways to serve the dispensaries that partner with us. Your goals are our goals. Your success is our success.

If you're debating about whether this type of advertising is right for your dispensary, then also think about the



timing.

Right now is the best time to launch. Currently, there's a lack of competition when it comes to dispensaries on Google Ads.

This makes it easier to appear for those desirable keywords that are going to drive traffic to your website.

We're also about to jump into the holiday shopping season. I know I've already started seeing ads for holiday gifts.

A lot of companies are starting their holiday advertising early because of the uncertainty brought on by the pandemic. They don't know what restrictions may be in place come December, so they've launched ads to encourage early shopping.

If you want to make sure that your ads are running by November and start getting that traffic to your menu, then start now.

We know that consumer purchasing behavior has changed since March. People are visiting dispensaries less while making larger purchases. Instead of stopping by weekly, they're stopping by every two or three weeks. The sooner you start your ads, the more people you can reach and convince to purchase online.

Even if you aren't concerned with the holiday shopping season, it's still important to launch your ads as soon as possible. Doing so lets our AI software gather more data so that we can create the most effective campaigns for you.

To maximize the potential of our software, we want a couple of month's worth of data. This really boosts results.



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I want to emphasize that it's not just our AI technology that is scoring these amazing results. It's really down to our knowledgeable team.

Not only do we have multiple people certified on Google Ads, but we have a team of writers who help create compelling copy for our ads.

Google Ads are text ads, so what you say can have a big impact on whether or not people will click your ad.

Succinct ads that are relevant to the keywords you're targeting is crucial. You also need to offer something, like a deal, curbside pickup, or another special.

You have a limited number of characters and you need to make the most of them.

At the same time, certain words in your copy can get your ad flagged. This is why people think that dispensaries can't use Google Ads.

Because you can't use terms like marijuana and cannabis, they think there's no way to utilize the platform. But that's not true.

We've run thousands of ads for dispensaries across North America. It's totally possible—you just need to know what is and isn't acceptable and steer clear of problematic words and phrases. Otherwise, you run the risk of not just having your ads dropped from the platform but having your whole account shut down.

Our process for creating, managing, and optimizing ads helps our clients reach new customers and convert them into loyal customers. We handle all of the heavy lifting and put our expertise to work to generate sales for you.

This is a low-cost tool that truly pays off. While your ROI will differ based on where you're located, it's still a no-brainer, especially during this current recession.



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To help you protect your bottom line and get started with Google Ads, we're offering a special deal for attendees today.

Get 1 month of Google Ads management for free.

To get started with this deal, schedule a call with at foottraffik.me/call

This offer is available until October 22nd, so act fast. Let's get on a call and talk about how Foottraffik's Google Ads AI is going to boost your sales.

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Questions?

- How quickly will I see results?
- How long does it take to set up?
- Is Google Ads AI a separate service from your Google Ads management?
- Is everyone eligible for Google Ads AI?

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Thank you for joining us today.

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

