

WEBINAR

Case Study Dissection: See How These Dispensaries Increased Their Revenue

Webinar Preview & Audio Available at:
<https://www.foottraffik.co/webinars/cannabis-dispensary-sales/>

Slide 1	Case Study Dissection: See How These Dispensaries Increased Their Revenue Use Their Strategies to Grow Your Sales
Slide 2	Today, we'll be covering: <ul style="list-style-type: none">• The strategies that one dispensary chain used to reach \$1 million in monthly revenue• Which digital marketing tool has the highest return on ad spend• How to quickly start increasing your sales month over month
Slide 3	My name is Eduardo Silva. I'm the VP of Sales here at Foottraffik, and I'm really excited to be sharing this



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	<p>information with you today.</p>
<p>Slide 4</p>	<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 North America. We're really excited to be helping advance our industry forward.</p>
<p>Slide 5</p>	<p>A couple of housekeeping items before we get started.</p> <p>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.</p> <p>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.</p>
<p>Slide 6</p>	<p>Our industry is still pretty new and because there's plenty of competition, there isn't a lot of information sharing.</p> <p>If you've visited our website or watched one of our previous webinars, you know that we're all about sharing</p>



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resources.

We have created a Foottraffik Academy that highlights the different ways you can reach and connect with your customers, a free e-book that covers everything you need to know about digital marketing for cannabis, a blog that we contribute to four times a week with tons of info, and of course, our webinars. Not only do we host this live and broadcast the webinar through our social media channels, but we've built up a library of our past webinars that you can watch or listen to whenever you need some insight.

So in the spirit of sharing what we know to help advance the cannabis industry forward and support dispensaries, delivery services, and brands as they begin their journey of scaling their operations, I want to walk you through some case studies that we've put together highlighting our highest performing campaigns.

We know that getting started with digital marketing can be confusing. It's not always obvious what kind of services you should be using to reach your target audience and there's never a guarantee that any ads you run are going to work.

My hope is that by walking you through these case studies, you'll see what's possible and be able to identify the strategies that are going to help you connect with potential customers and generate more sales.

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Before jumping into the case studies, let me tell you why these case studies are so important.



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As part of our goal to consistently deliver great results, we set up revenue attribution for all our clients. This allows dispensaries to see which marketing campaigns are bringing in the most revenue by directly tying sales to specific marketing channels. Our clients can see their return on advertising spend as well as their customer acquisition cost.

Think about it? When you are investing money into different advertising channels, don't you want to know whether it's working and how much revenue it's driving for you?

Most advertising companies in our industry don't do this, so we've made it standard. Not only do our clients appreciate it, but they often end up increasing their advertising budgets when they see how well their different campaigns are working for them.

Revenue attribution also helps highlight challenges and opportunities. Our team has been working hard to help dispensaries grow and sell more online for years, so when we are faced with the results of our campaigns, we can easily spot areas of opportunity and address any challenges so we can deliver even better results.

All of the case studies I'm going to present today are possible because of our commitment to tracking our efforts and sharing that reporting with our clients. We believe in transparency, and revenue attribution and regular reporting allow us to share as much information about the effectiveness of our advertising efforts as possible.



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First up, let's talk about websites.

This case study is for a recent website built for Cloud Cannabis.

With 4 locations and more planned to open soon, Cloud Cannabis is a fast-growing Michigan dispensary chain that has made a splash in the Wolverine State. Helmed by a former police officer, the chain focuses on wellness and helping their customers and patients Live Higher and reach their goals.

Before coming to us, Cloud had a different website, but they were preparing to scale, and they wanted a website that would grow with them and represent their brand in an exciting way.

Their previous website wasn't attracting enough people, and too many people were bouncing once they visited.

As a relatively new player in the Michigan cannabis industry, they wanted to highlight their mission and draw more traffic to their website.

To boost their website performance, Foottraffik created conversion-focused copy that also featured keywords to improve their search rankings. We customized one of our website design themes with the branding of Cloud Cannabis and created separate landing pages for each of their locations to help them rank higher for local searches, aka, SEO.

Not only does their new site look great, but it also performs well in organic search results!

Before launching their new site in Nov 2020, Cloud had 50k new users over four months. In the 4 months after



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launching, they increased users to over 135k, a 270% increase in such a short period.

That means that the new Cloud Cannabis website helped the dispensary reach 170% more people! Plus, their website visitors check out 67% more pages on their site and stayed on their website for 42% longer.

So what did it take to achieve these amazing results?

A good website is really the intersection of a few different things: attractiveness, user experience, and performance.

First up, let's talk about design. If you were to go to Cloud's website and look around, you would easily be able to tell whose website it is. Their branding is clear and recognizable and they have their information in all the right places.

You'll also notice that it's easy to use. A new website visitor can easily find the nearest location and go directly to the menu. All of their buttons and menus are clear and make sense, which helps make it user-friendly and is part of search engine optimization.

There are calls-to-action in all of the right places and they are clear and obvious.

If you were to visit their site on your phone or tablet, you'd notice that their design is mobile responsive and that it remains attractive across different platforms. This is really important because more people are using their phones to shop at dispensaries and Google prioritizes websites that



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are mobile responsive.

All of these features are part of our WordPress themes and are customizable so that we always deliver beautiful, functional, and easy-to-use websites for our clients.

Now, these things alone won't draw someone to your website. Just because you create a great site, doesn't mean Google is going to start ranking you. So in addition to creating this beautiful site, as part of our website design service, we also optimize the site so that Google crawls and indexes the website. This is going to help ensure that it starts showing up in Google search results. And to ensure that it ranks well, we populate the site with relevant copy, metadata, and alt tags that feature the keywords their target audience is searching for.

I mentioned website themes, but this isn't just some cookie-cutter formula. Each website takes a whole team to build. Our SEO specialists do extensive keyword research for each website we build, we have a dedicated web developer working to get everything set up just right, our copywriting team focuses on the text that will help get people to buy from you, and our project manager keeps the website on track for launch. We also handle website migrations if needed.

Once the website is launched, it can take a couple of months to start seeing organic traffic roll in, so we always recommend that clients launch Google or Programmatic ads to help generate some quick traffic to their website.



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Your website is ready for showtime! Now it's time to think about how to get customers to your website and start driving sales from your online menu.

To showcase how to do that, I'm going to share a case study from Ethos with you.

Ethos is a modern medical and recreational dispensary chain serving patients in Maryland, Pennsylvania, and Massachusetts. They focus on helping patients understand how cannabis can be a healthy part of their lives through their three E's: Expertise, Empowerment, and Experience.

When they came to us, Ethos needed to build brand awareness and drive sales. To grow, the company had purchased and rebranded some dispensaries in new markets and they needed to make sure people recognized the Ethos name as a high-quality dispensary brand. They wanted to grow their online presence and expand the reach of their online menu.

I'm sure the story sounds familiar to some of you—it's a popular way to grow a dispensary chain and the challenges are similar to those that some of you may be facing.

Now, to help Ethos grow and create more brand awareness, we created a strategy featuring several of our services, including our Google Ads management service. This service combines the expertise of Foottraffik enterprise Google Ads engineers along with the analytical capabilities of artificial intelligence.

Our AI software pulled in historical data from previous campaigns, trending information from the news and



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social media, and even weather reports.

We used this vast amount of info to create a variety of Google ads, including dynamic text ads, smart campaigns, non-brand campaigns, and product campaigns. Our experts manage the ads and use A/B testing for maximum effectiveness.

During March 2021, The \$89K investment from Ethos in Google Ads led to 7,815 online orders totaling \$1 million dollars. They paid just \$11.76 to acquire each customer!

Let's take a peek behind those numbers. First up, if you aren't sure exactly what Google Ads are, let's define them.

I know at this point, all of us have seen Google Ads at the top of Google search results, and they are called pay-per-click ads.

To use Google Ads, you have to bid on particular keywords that people may search. You create an ad that features that keyword and tell Google how much you are willing to pay per click and per day. Then, Google determines when your ad will pop up at the top of the search results based on whether they think it will be of interest to the searcher. Google only gets paid when someone clicks on the ad, so they do their best to show the most relevant ads.

A lot of dispensaries still don't leverage Google ads because the ads can be difficult to get approved or they think they aren't allowed. Yes, Dispensaries can run compliant Google Ads, you can't use words like cannabis or marijuana in your ad, or else it will get taken down and



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you risk having your Google account shut down.

We've been running cannabis Google Ads for five years and we have been able to troubleshoot the most common problems so that we can get our clients above the search results.

In addition, to improve upon these ads and help our clients get higher click-thru rates and conversions, we introduced our Google Ads Machine Learning software last year.

Our machine learning software makes our Google Ads service even better by collecting and analyzing vast amounts of information and data. There's no way a team of humans could sort through that much data, so it's become a key distinguisher in our ability to provide relevant ads that people will actually click on.

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Display ads is another service our clients have had great success with. These numbers are from our client Vireo Health.

Vireo Health is a physician-led multi-state dispensary operator and marijuana cultivator and processor. They operate 16 dispensaries in five states and are licensed to grow and process in eight states. Vireo Health aims to push the limits of scientific innovation when it comes to cannabis and provide safe, high-quality products to qualifying patients.

Vireo Health partnered with us because they wanted to engage both new and existing customers and drive



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additional traffic to their New York locations. With more dispensaries popping up, they needed to stay top of mind and ensure that people knew about their delivery service and their different locations.

To help them with their goals, we implemented a programmatic display ad strategy.

In April 2021, the display ad campaign grossed \$109K in revenue. With an investment of just shy of \$14K, the Foottraffik team was able to create distinct ads to target multiple NYC neighborhoods and other areas surrounding Vireo's dispensaries.

How?

We ran the ads through MediaJel, which has a programmatic advertising network that includes a variety of cannabis-friendly sites and apps used by the compliant 21 and up age group. Those ads resulted in 963 orders being placed and generated a return on ad spend of \$20 for every dollar spent.

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Display ads are targeted visual ads that show up on websites and apps. These ads are great for brand building, and when you work with an agency like Foottraffik, you can get real-time reporting to help you see how well your ads are performing.

Because display ads can be geo-targeted, they are super effective for sharing your message with the right people at the right time. This is crucial for securing a high conversion rate and seeing the impact on your revenue.



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When your audience is targeted properly, your ads can be up to 5 times more effective than non-targeted ads. Targeting really helps you get the perfect messaging in front of people who are ready to shop with you. They are already primed to buy cannabis, and by having your ad show up right at that moment, they are more likely to shop with you than with the competition.

So how can you take advantage of this tool to reach more people?

The first way is to focus on proximity. This is when you target consumers within a certain radius around your dispensary or your delivery area. This is an excellent way to reach everyone that's visiting shops nearby or other tourist hotspots in your vicinity.

Basically, you set a perimeter around a specific point, like your dispensary. If you're in an urban area, you may want to set a smaller perimeter, like 2 miles. In a suburban area, 5 miles will work better.

Your perimeter acts as an on-switch. If people who meet your demographic requirements enter your perimeter when your ads are running and they check an in-network website or app, they will see your ad. Simple, right?

This is a great way to remind potential customers that you're just around the corner and encourage them to visit your store. You can also use this method to encourage people to order ahead of time.

Next is competitor targeting, which is the ability to target competing retailers to gain market share. This strategy is essentially trying to lure people away from your competition.



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Instead of drawing a perimeter around your dispensary or a particular neighborhood, you focus on the area surrounding your competitors. You can then create a special offer to score new customers and draw them away from your competition.

This is especially useful in high-density areas where there are a lot of dispensaries.

And then finally, we have landmark targeting. This is the ability to draw on a map around the areas where you want to target. This is perfect for targeting tourists at certain locations. For example, if you want to start advertising to people the moment they step off the plane, you can set a geo-fence around the nearby airport. You can also target train stations, public transit, popular dining spots, and of course, the closest tourist attractions.

The beauty of all three of these methods is that they are all targeted advertising, and this is where this strategy really provides value.

You can share your message where you want to, when you want to.

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The last case study I'm going to share today is for SEO, also known as search engine optimization.

Exclusive was Michigan's first licensed dispensary. With four stores around the state, the popular provisioning center helps make cannabis fun and affordable for everyone. Their focus on one-of-a-kind products has helped them create a legion of fans.



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While popular, Exclusive knew that they weren't seeing the amount of website traffic they should be. With the popularity of online ordering and an increase in cannabis use during the pandemic, they wanted to draw more organic traffic to their website and ensure they were reaching their target audience in all of their markets.

Exclusive partnered with Foottraffik to boost its search engine optimization. They invested \$24k into a tailored search engine optimization strategy in Q1 of 2021.

After an audit of their website, we created a strategy that included on-site fixes like adding meta descriptions, fixing headings and tags, and creating keyword-focused copy and off-site activities like link building and Google My Business profile optimization.

Our strategy helped them expand their market reach to 103k new customers and 87K total users from organic search.

Thanks to our revenue attribution, we were able to see that the boost in traffic lead to 29,849 transactions totaling \$4.13M in revenue.

That's a ROAS of \$172.08 for every dollar spent, which is an amazing return for them.

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Search engine optimization isn't anything new. It's a crucial strategy that focuses on ensuring that your website shows up when someone runs a search.

It's the practice of increasing the quantity and quality of traffic to your website through organic search engine



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results. This is unpaid traffic that comes from Google.

Let's talk about the obvious: When customers want to find a dispensary near them, they turn to Google. And if you want to show up in those search results, then it's crucial that you have a robust SEO strategy and a team to implement it.

Otherwise, searchers will go right to your competition. Why? Because they'll be easier to find.

SEO is all about findability. It shows that your website is relevant for particular keywords. For us, that may be "Boston dispensary," "Detroit provisioning center," or "Sacramento marijuana delivery."

Optimizing your site around these keywords makes it more likely that people who are looking for your services will find you and shop with you.

When you have a good SEO strategy, two things will happen. One, you'll show up higher in search results, and two, you'll get more organic traffic.

Not every click will lead to sales, but many of them will. If you want to capture those potential customers, then you need to create a local SEO strategy that helps you own your market.

If you have a website, you should be doing SEO, otherwise, you're just letting your competition take the top spot on Google.



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Foottraffik is committed to constant improvement. As a company, we strive to do things better every day, and that shows in the results we achieve for our clients.

As a forward-looking company, we focus on implementing long-term solutions that our clients can use to reach their goals.

As a digital advertising agency solely focused on the cannabis industry, we have tried to make getting started with these types of campaigns fast and easy. We handle every part of the process for our clients so they can focus on growing their businesses and providing exceptional customer service. Our goal is to make working with us easy so that you can focus on the heavy lifting of running your business.

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I hope these case studies gave you some insight into what's possible with digital marketing and how it can help you grow your business. If you want to look at more case studies, check out our website at foottraffik.co. You will also find some testimonials there that highlight what it's like to work with us.

Thank you so much for joining us today. To make sure it's been worth your while, I want to offer you a special deal to help supercharge your growth. Right now, you can get a free website when you sign up for a 6-month digital marketing plan. That's a \$4,000 value. You can schedule a call at foottraffik.me/chat with our client success manager Jason and he'll fill you in on the details.

Now, if you already have a website, that's ok, we can



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refresh it for you or build it out further to make sure that you have the types of pages and site hierarchy that are going to help you rank higher on Google and get more visitors to your site and menu. Let's talk more about what you need to take your sales to the next level. Schedule a call today at foottraffik.me/chat.



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