

WEBINAR

Get Writing Fast: 15 Tips for Creating Content Your Customers Want to Read

Webinar Preview & Audio Available at:

<https://www.foottraffik.co/webinars/cannabis-content-marketing/>

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Get Writing Fast: 15 Tips for Creating Content Your Customers Want to Read

Create content that converts and leads to more sales

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Today, we'll be covering:

- Why cannabis content marketing matters for SEO and sales
- 15 tips to supercharge your content creation
- How to regularly get quality content on your site (without the work!)

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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.



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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.

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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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Content marketing is all about using content to reach your target audience. By creating a strategy that results in engaging, consistent content that is of interest to your target market, you can build valuable relationships and consumer loyalty.

Content can lead to more people clicking thru to your website and staying on your site longer. This can help boost your Google page rank and help build your site authority.



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Content can also improve consumer engagement with your website and help you educate your customers about cannabis so that you build a trusting relationship. This is especially crucial as cannabis continues to become more mainstream and more people use it to manage symptoms or for relaxing.

Now, there are different types of content you can create, and which you choose, should depend on your goals.

If you're a medical dispensary, you may want to write educational posts about what cannabis is, it's components, and how it can be used. You can discuss qualifying medical conditions and research about the effectiveness of cannabis.

Vendor profiles and strain recommendations are also a great way to introduce customers to your products. Basically, you'll want to demystify cannabis and normalize its use.

For recreational dispensaries, you can consider similar topics and then also do more lifestyle posts. You don't have to go down the stoner route, though if that's your brand, that's fine. You can talk about cannabis and wellness, great movies to watch while high, and share fun recipes. You can also share things about your local area, like great places to order takeout or to do hot yoga.

Once you've expended the time, energy, and resource into creating good content, don't forget to reuse it or repurpose it. Parts of your content can be turned into other types of content. You can take one blog post and turn it into an infographic, a short video script, social media posts, an email newsletter, and more. When you have several posts around a topic, you can create lead



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magnets, ebooks, webinars, and podcasts. You're only limited by your creativity. Just make sure not to completely reuse the same text. Switch things up so that Google doesn't penalize you for duplicate content.

Ok, let's jump into the tips so you can get writing.

Tip number one: brainstorm the types of topics you want to cover.

Simple right? This is probably the easiest part of the process. You'll want to create a content calendar, which can just be a simple spreadsheet to start.

Determine which content areas you want to focus on. Will you just be doing educational posts? Will you be mixing up content and doing different themes every week?

Once you know the content areas you want to focus on, you can start brainstorming topics for each of those content areas. It's ok if some of them sound the same. You'll discover which topics are the most appropriate for you later on. Right now it's all about getting the ideas out so you have a starting spot.

When we brainstorm content for clients, we look at what's already on their website to see if there are any areas of opportunity. We check cannabis news sites for ideas too. We also think about the customer journey and what a new customer may want to know before purchasing cannabis.



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Once you have a list of topics, you will want to see which could help you get the most traffic to your website. To do this, you'll want to do keyword research on your topics.

Let's say that you want to do a post on the entourage effect and full-spectrum products. You can use a site like Ahrefs to see how many searches are run for different keywords monthly in the US or Canada. Possible keywords to check could be entourage effect, the entourage effect, what is the entourage effect, full-spectrum, full-spectrum effects, full-spectrum cannabis, and full-spectrum cannabis products. There are probably plenty more, but I think you get the point.

You're basically trying to come up with different ways that people may search for those topics.

Sometimes people search a phrase or work and sometimes they search a question, so give it some thought and maybe run some Google searches yourself to see what variations you can find on the keywords. If you look at the bottom of your Google search on a desktop or laptop, you'll see a box for related searches, which can help you discover more keywords.

Once you plug in the various keywords into your research site, you'll not only be able to see how many people search for that keyword monthly, but you'll also see how hard it is to rank for that keyword.

You generally want to stick with keywords you can rank for if your goal is to boost your SEO. However, if you want to build a knowledge base for your customers and just ensure that your website has particular information, it's ok to create content around keywords that are harder to rank for.



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Once you have an idea for your general topic and a keyword, you can start seeing what else has been done.

Search the keyword and see what has been written about the topic. Look for holes.

Are people writing about cannabinoids generally but failing to cite research or share how the information is applicable to everyday cannabis users?

Do posts talk about strains for anxiety but fail to discuss how to actually get started with cannabis and make it part of your wellness routine?

Essentially, you want to know what's been done so you can do it better and find your own way to tackle a subject.

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There's a lot of content out there. To stand out, you need to take your own approach.

So how do you make it yours? If you aren't already familiar with your brand's style guide, take a look at it for clues.

It should include your brand voice, which is how you present your brand to customers. Are you helpful and educational? Snarky and funny? Insightful and friendly?

Once you're comfortable with your brand voice, you can flesh out your topic.

Let's say you're doing a post about terpenes. Now, this has been a popular topic because consumers want to know more about them. To stand out, you'll need a fresh approach.



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If you wanted to be educational, you could create a comprehensive overview of one terpene at a time and provide as much information as possible. There probably aren't many posts like this about terpenes because they take time and effort to write.

If you want to take a funnier approach, then something like, "Get Blasted: These Terpenes Will Help You Feel More High" could work.

For an insightful post, you could discuss which foods enhance particular terpenes in cannabis or how to benefit from particular terpenes.

Another way to vary your post is to change up the format. If everyone is doing wordy posts, why not do a listicle that makes it easy to digest info quickly?

To make your writing go smoothly, create an outline. Your outline doesn't have to go in-depth, but the more research and info you put into it, the easier it will be to write your post.

Your outline should include the different points you want to cover. Place them in an order that makes sense and make sure that you're covering the what, why, and how of your topic.

Once you have the general points, you can start filling in the specifics. You don't have to work in complete sentences. This is all about organizing your thoughts and creating a framework from which to work.

As you're researching and creating your outline, note the



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links you like because you may want to insert them into your post later.

If you're using any medical research or statistics, you definitely want to link to those to help give your article more credence.

Now it's time to write!

Thanks to your outline, you don't have to worry about writer's block. Instead, you can dive right in and flesh out your outline.

Set aside an hour of uninterrupted time to get in the flow of writing and refrain from checking your email or Slack messages. Writing is a lot easier when you stay on task!

To turn your outline into an article, start by fleshing out your headings into sentences, then move on to your supporting details and flesh those out. Feel free to leave the intro and conclusion of your post until the end.

As you're doing this, you may find that you need to rearrange your paragraphs or add additional information that wasn't in your outline. It's ok to change up your outline as you work to make room for more info. It will help you stay on track and function as a "to-do" list that will help ensure that you talk about everything you want to cover.



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Here's your chance to make your piece stand out! During the editing process, you can sub out overused words for more exciting words, elaborate on particular points, trim the excess, and really just punch it up overall.

Make sure to consider the layout of the post during this process. Use bullet points and headings to break up the text and keep it interesting. Also, make sure that you're using your keyword naturally in your text.

Ideally, you should have someone else look over your work for grammatical errors and typos as well as continuity of thought and ease of reading. They can also help pinpoint any claims that need to be researched or cited so that you don't get in trouble with regulators.

If you are discussing the benefits of cannabis, for example, you should couch your claims in the appropriate language. So, instead of saying cannabis will help you sleep better, say cannabis may help some people sleep better. Cite research wherever possible, especially with medical claims to show that what you're saying is accurate and supported by evidence. Not only will it provide further information for your readers, but it will show regulators that you're doing your due diligence.

Remember, you're writing for your ideal audience and not yourself. This is something that too many people forget. Keep your reader in mind during the editing process and make sure that the content serves them and adds value.

If you didn't do so during the writing process, make sure to add in a call-to-action in your post, or multiple if it makes sense. These CTAs should flow naturally. You don't want to pull the reader out of your piece.



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For example, if you're talking about a particular strain, you can mention that you carry it and link to your menu. If you're talking about the endocannabinoid system, you can talk about how everyone's physiology is different and that they may want to experiment with different products to determine the effects they'll have on them and then link to your menu.

After editing, it's time to upload your post to WordPress, LinkedIn, Medium, or your preferred blogging platform.

Now that the writing is done and your post is saved as a draft on a platform, it's time to think about the imagery.

When choosing images or gifs, you'll want to keep in mind your brand voice as well as any state or provincial regulations. For example, if you're in Canada, you don't want to show any consumption or cartoons on your posts. Remember, you can't make your post seem appealing to kids, either.

The images you use should work with your post and be brand appropriate. We like to do a few pictures to help break up the text, but how many you choose is up to you. You definitely want to have at least one that is set as your featured image, though.

A quick SEO note: All of your images should have alt text. Check out some of our past SEO webinars to learn more about this.



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Whenever you create additional content on your website, you should make sure to tie it in with other content on your site. The way to do this is through internal linking.

This is really easy to do in WordPress. Simply highlight the bit of text you want to link, which is called the anchor text, hit the hyperlink button, and start typing the title of the page or post you want to link to. Choose from the posts and pages WordPress displays and that's it. If you want to make sure that people stay on your post, edit the link so that it opens in a new tab.

When you're doing this, make sure that the anchor text you select is relevant to the page or post you're linking to and that you aren't linking to pages with the same keyword.

For example, when we do a post about local SEO, we will likely link to our SEO services page, blog posts about Google My Business, link building, and SEO audits. All of these pages and posts are relevant to the original post and help provide the reader with additional information about a topic they're already interested in.

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Now, it may seem counterintuitive to link to other sites, but it is actually a good SEO practice. We have plenty of clients who question why we would point a reader to someone else's site, however, once we explain that external links can help improve your SEO ranking, they're on board with the practice.

Of course, you don't want to link to just any other site. You want to add value for your reader. Make sure that any site



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you link to is of good quality and that the content of the site ties in well with the anchor text that you're linking.

If you're concerned about people leaving your site and purchasing from Leafly or Weedmaps, you don't have to link to articles from those sites or other sites that make it easy to order from the competition. Instead, look for educational sites that help support your blog post.

Research journals are great for this, as are state cannabis agency sites, news posts, and more.

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You know the saying, "don't judge a book by its cover?" Well, unfortunately, many people are going to judge your post by its title. If they don't like your headline, they aren't going to invest the time to read your post.

To come up with a good title, you'll want to brainstorm at least ten titles. That's exactly what we do for all of our webinar titles! It takes a bit of time and it can feel like you aren't coming up with anything new, but we've found that often, the last titles we come up with are the best because they're more original.

Your title should communicate the topic of your post while making it exciting. Consider different ways to describe what you're talking about and the things that your target audience likes to read.

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Depending on where you're publishing your post, you may be able to enter metadata for your post. This is



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crucial for SEO.

You'll want to create an SEO title for your post that includes your keyword and a meta description of about 160 characters that also includes your keyword.

When your post comes up in Google search results, your SEO title and meta description are going to show up as previews for what your post is about. Be clear and honest, but punch it up so people want to click on it.

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You did it! It's time to publish your post!

But wait—is there a best time to publish your post?

Ideally, you want to publish when your post will be able to get some traction. Schedule your post ahead of time so you can be ready to promote it across different channels.

We recommend posting Tuesday, Wednesday, or Thursday for regular blog posts. Choose a convenient time for your business and your readers. We tend to do 9 or 10 o'clock.

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Once your post is live, you'll want to share it with your readers. There are a couple of ways to do this.

First, make sure that you're sharing your post across your different social media channels. If you have Yoast syndication set up on your WordPress install, you can do this instantly.



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Otherwise, you'll need to do so manually or on a social media aggregator like Coschedule.

You can also syndicate your post as an entire article on other platforms, but it's generally recommended that you wait to do so that your original posts are crawled by Google first.

You may want to create a unique graphic to advertise your post on Instagram or Pinterest.

Your post is out in the word and you've shared it across your different channels. Great! Now what?

Well, if you want to see whether your post was effective, you'll want to monitor particular metrics.

With a tool like Google Analytics, you can monitor:

- Visitors
- Which links were clicked
- How long people stayed on your page
- How far they scrolled on the post
- Whether they converted into a sale

This will help you learn more about what your audience actually wants to read and which posts are helping you generate more revenue or getting people to sign up for your loyalty program.



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Once you've done all of that, it's time to do it again.

To get the maximum value out of your content marketing, you need to post consistently. We recommend posting weekly or even more frequently, but if you can only manage a post every two weeks, that's better than nothing.

Remember when I mentioned a content calendar? Now that you know what it takes to create a good post, fill out your content calendar. For maximum effect, it should vibe well with your marketing calendar so that you are covering topics that are important to your dispensary as well as your readers.

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We know this is a lot of work. Why? Because we maintain a skilled, US- and Canada-based writing team and create content for ourselves and our clients. Our team handles everything from ideation to publication. We have no problem running the content show or working hand-in-hand with your in-house marketing team to create unique pieces that help educate or entertain your readers.

At Foottraffik, we've been creating cannabis content for over five years as part of our SEO service. We understand the value of quality blog posts and web pages and help our clients build their brands and boost their SEO rankings by creating posts they can be proud of. We write the posts, edit them, and optimize them for you so you can reap the benefits without doing all the work.

If you've found you don't have the time to regularly post,



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we can also supplement your blog posts so that you can consistently publish content and provide fresh info to your customers.

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Right now is a great time to get started with content marketing strategy for 2021. To help you start publishing regularly, we are offering a deal on our SEO packages that include blog posts.

As a new client, you can save 20% off your first month of SEO when you sign up for a three-month package. Let's talk more about what this could mean for your dispensary and how it can help increase your revenue. Schedule a call with me at foottraffik.me/call and let's talk about how Foottraffik can help make 2021 your best year yet.

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Questions?

What about the length of the piece? How long should a blog post be?

Google will tell you that there's no magic word count for creating high ranking content. At the same time, they like things to be comprehensive. Use as many words as you need to get your point across. Don't keyword stuff or over-explain because you are ultimately writing for people, but make sure that your point is clear and that it's easy to read.



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Thanks so much 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



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