

**WEBINAR**

# **Google Ads: The Best Kept Secret in Dispensary Advertising**

Webinar Preview & Audio Available at:

<https://www.foottraffik.co/webinars/google-ads-the-best-kept-secret-in-dispensary-advertising/>

**Slide 1**

Google Ads: The Best Kept Secret in Dispensary Advertising

Shatter Your Sales Goals & Blow the Competition Out of the Water

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Today, we'll be covering:

- Why Google Ads is such a valuable strategy
- What to do to maximize your ad spend
- How to get started and skyrocket past the competition

For more basic information about Google Ads, be sure to check out our past webinars.



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<b>Slide 3</b>	<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>
<b>Slide 4</b>	<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>
<b>Slide 5</b>	<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&amp;A button. We do have moderators with us today that will be addressing questions throughout the webinar.</p>
<b>Slide 6</b>	<p>Finding compliant marketing channels can be confusing and frustrating. With federal and state regulations to contend with, dispensaries need to be creative to get their message out.</p>

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Thankfully, digital marketing provides a compliant avenue for retailers to increase their reach and get their brand in front of potential customers. And Google Ads is one of the best ways to do this.

Now, you may be asking yourself, if it's so great, why isn't everyone doing it?

Because of the confusion that surrounds Google Ads, many dispensaries haven't invested in this high-ROI dispensary advertising channel—which is a mistake.

Their reluctance is your gain. Because few dispensaries are using Google Ads, it makes it easier for you to get to the top of search results.

Don't wait until everyone jumps on the bandwagon—now is your chance to be a trendsetter.

So what makes Google Ads so valuable?

To start, 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 want to reach them, you need to be focused on this platform.

According to search marketing company Wordstream, 41% of clicks in Google searches go to the top three sponsored ads. Imagine if there's only one ad, though—yours. With most clicks going to that top ad, you'll easily increase your customer base and your sale.

Here's one more amazing statistic for you. This one is from



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the software company Moz. People who find your site via Google Ads are 50% more likely to make a purchase than those who find you through organic search. 50% more likely!

If that seems hard to believe, think about when your ad will appear. If your Google Ads campaign is set up right, your ad should run when someone is looking for a dispensary near them. These people are already primed to buy. They want what you're selling. Your ad is the first thing they'll see and it will be the perfect answer to their search.

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Google Ads provides you with a predictable acquisition cost. Because you bid on particular keywords and set ad spend limits, you will always know what it's costing you to acquire a new customer. This is something that you just don't get with traditional marketing, which can be more hit-or-miss. Knowing your customer acquisition costs means you can easily ramp up your efforts and score additional customers.

When you use Google Ads, you're paying for that prime real estate. While SEO can help you improve your organic search results, Google Ads, which is pay-per-click advertising, provides an instant boost to your traffic thanks to its prominent positioning.

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 results—well above your



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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.

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Let's take a look at a recent case study from one of our customers.

This is a case study for a medical dispensary based in Massachusetts.

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Now that you understand why this is such a valuable tool, let's talk about your ad spend and how to maximize it. Times are tough now. We are in a recession and the coronavirus pandemic isn't going away anytime soon. Many marketing budgets have been slashed and getting the most from your current budget is essential to maintaining your sales.

Your ad spend is the amount of money you want to spend on ads monthly. It's what's paid to Google. Simple, right? Maximizing your ad spend is crucial for getting a higher ROI and just getting more from your budget in general.

As our client, you're able to determine your monthly ad



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spend. We then divide your ad spend among the different campaign types that we've found to be the most effective. With Google Ads, you can create multiple campaigns to reach different segments of your audience.

Through years of perfecting our processes, we've identified 6 factors that help you maximize your ad spend.

The first factor we're going to talk about is your copy. 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.

It's a good idea to have a copywriter help you with this so you can create impactful copy that leads to clicks. We actually have several writers on our team who help with



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this.

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The second way to maximize your ad spend is to focus on your targeting.

We all know that Google is constantly collecting information about us. This same information can be used to better target your ads. And by targeting your ads, I mean getting them in front of the people who are actually more likely to buy from you. They run a search for a dispensary or delivery service, and boom, there you are, the answer to their query. You are literally showing up when they are interested in your products, which increases the chances that they will make a purchase from you.

If you know who your target audience is, you can advertise to them by specifying the age group, income bracket, their location, and other demographic information.

There are a couple of reasons to do this. Targeted ads are more effective. Plus, by targeting specific age brackets, you can help ensure your ads are compliant.

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To get more from your ad spend, you also need to focus on optimizing and managing your Google Ads campaigns. You can't just start Google Ads and then let them run.

To get the most for your money, you need to actively



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manage and optimize your ads.

So what does this mean? Well, it's essential that you monitor the effectiveness of each of your campaigns and note changes over time.

Is one campaign outperforming your other campaigns? Are your campaigns still effective, or are some becoming less effective? Are there changes to the number of impressions or clicks that you're getting?

If you start seeing things like this, you need to make changes. While there will be natural variations, and you'll have days and weeks that have higher clicks than other days, when you're actively managing and optimizing your campaigns, you can get greater insight into when there's a slump due to ineffective campaigns or a natural slow down because people generally buy less cannabis on Monday, for example.

You'll need to take a deeper look at your ads to pinpoint any issues, and you need to do this regularly.

You also need to test out different ads to see what works, otherwise, you're just guessing. This ties into our next way to get more from your ad spend.

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When getting started with Google Ads, some people want to set their ad spend too low. They want to test the waters and see if the platform works.

The problem with this is that you don't get enough information about the effectiveness of your ads because they will exhaust your budget too quickly.



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Think about it. If you only invest \$100, what will you really learn? Your ads will get seen a handful of times, but you won't know which ones are truly more effective over time. You'll get a quick snapshot that isn't representative of the lifecycle of an ad.

To be able to spot patterns and to determine the effectiveness of your copy and keyword strategy, you need to spend enough per location and per campaign.

Yes, some of your budget will go towards testing the effectiveness of certain ads, but what you learn will help you make more in the future. This is definitely a case of "you need to spend money to make money." That's practically a marketing mantra, right?

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The fifth way to maximize your ad spend is near and dear to my heart. To maximize your ad spend, you need to know how well your ads are working so that you can make adjustments as necessary so you need to implement tracking and revenue attribution.

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



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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—and yes, this is something we do for our clients—you're able to identify how many of your sales are a result of your Google Ads campaigns. This helps you nail down your ROI and gives you the info you need to invest in your best performing campaigns.

Using a tool like Google Analytics ecommerce tracking, you'll need to track how many of your transactions can be attributed to Google Ads, your total transactions, and the revenue generated from those transactions.

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The last way to get more from your Google Ads spend is to combine it with SMS

As I mentioned earlier, one of the benefits of Google Ads is that you can determine your average customer acquisition cost. What this means is that you can see how much you paid on average to get a new customer.

Now, because you don't want to have to pay to capture the same customer again, combining your Google Ads with your SMS list can help you save money.



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For example, you can have a text opt-in code in your Google Ad or you can have your ad lead to a page that has that information. By offering a deal for new signups, you can increase the likelihood that a potential customer will sign up for your SMS list and make a purchase.

Then, you can continue to market to that individual without having to pay that customer acquisition cost again and nurture the relationship so they become a loyal customer. This is the ultimate goal of your Google Ads campaign. Yes, you want to get clicks and make sales, but you also want to retain these customers so they keep coming back to you.

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This is a recreational client out of Michigan.

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We offer a unique Google Ad Management service for dispensaries and marijuana delivery services.

Yes, Google makes it difficult to get Google Ads running if you're in the cannabis industry—but it's not impossible.

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](https://foottraffik.me/call)

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Questions?

- How quickly will you see results?
- How do you measure results?

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Thanks 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](https://foottraffik.me/call)



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